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BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
MARCH 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

JOHN CRERAR
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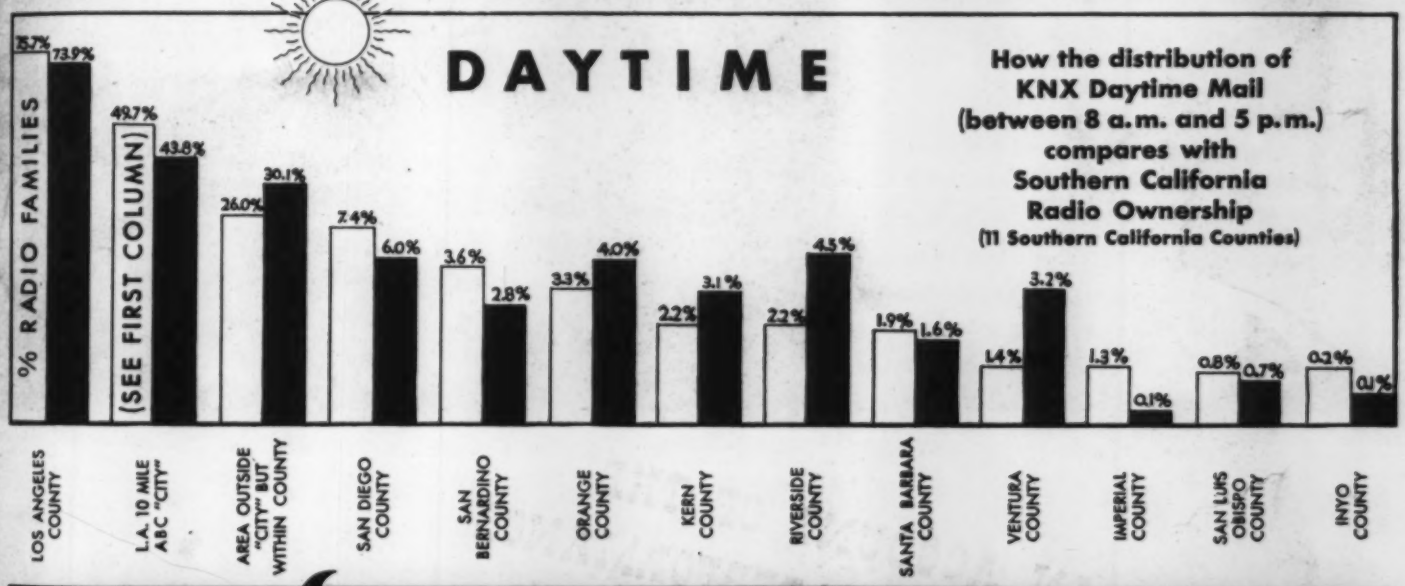
That it requires 50,000 watts of power to secure EVENLY DISTRIBUTED coverage throughout Southern California



K N X THE VOICE OF HOLLYWOOD . . . Natl. Repr. JOHN BLAIR & CO.

XUM

BEING AN ACCOUNT OF THE

BRILLIANT PERFORMANCE

OF EDDIE CANTOR

ON CBS AND IN THE BUSINESS LEDGERS

OF LEHN & FINK (manufacturers of Pebeco Toothpaste). Written by Mr. Reginald Townsend of Lennen & Mitchell . . . . WITH TWO EPILOGUES by MR. EDWARD CANTOR, and by the COLUMBIA BROADCASTING SYSTEM

XUM

WE BEGIN WITH A CONCLUSION

"So if the proof of the pudding is in the eating—Eddie Cantor is a truly great radio comic and a super radio salesman. The constantly upward slanting curve of Lehn & Fink's "New Pebeco" sales chart proves my point. Last Spring, when the Eddie Cantor "New Pebeco" program went on the air, the sales jump started from scratch. Results were tremendous.

Radio Carries All the Load

Getting into action again this fall there was a high mark to shoot at. To secure increases radio practically had to carry all the load. There was no supplementary newspaper or magazine advertising campaigns, little or no dealer helps or tie-ins to merchandise the program in the way of window or counter displays. A few trade paper ads to foster distribution and acquaint dealers with the appeal of the new "Red, White and Blue" cartons about covered everything aside from radio.

Sales 25 to 35% Over "High"

Returns at this date indicate at least a gain of between 25 and 35% over last season's high mark—the Yankee Doodle Red, White and Blue carton is on more dealers' shelves and counters—but the outward movement is gaining more than satisfactory momentum."

This is the conclusion of a report written by Mr. Townsend, of Lennen & Mitchell, advertising agents for Lehn & Fink. The complete report (as it appeared originally in "Broadcasting") is available from CBS.

EPILOGUE BY EDDIE

The other day, while trying to keep my family in stitches—sure I keep them in stitches. Have you ever tried to keep a family of five daughters in CLOTHES?—this is the way I put it: "The glowing words of the announcer describing a radio star are the platinum-collar around the neck of the under-dog. Take them away and he's a mutt. But the public loves the mutt!" That goes for sponsors, too—if the mutt pays his way. Which is why there are always TWO Eddie Cantors on the air. There's Eddie I, a funny guy; and Edward II, a salesman. My job, like any other salesman's, is to sell my boss's product. As for my salary—well, why bring that up? When the orders stop rolling in, out rolls the salesman (no matter how beautifully he can roll his eyes!).

That's the long and short of it. We all know the salesman who makes a hit with customers by giving them the glad-hand, and telling jokes about the farmer's daughter. But when the laugh dies down, has he got an ORDER in his hand? That's what makes ME laugh!

EPILOGUE BY CBS

Having to follow Mr. Townsend and Mr. Cantor is a cheerless task. These expert gentlemen have a way of corralling every climax—and, we're afraid, all the applause. But there are two brief items we might add to their story. They complete the record of the superb sales-job Mr. Cantor is doing. And (not to be unduly modest) they illuminate the job CBS is doing, since the Columbia Network carries the entire load of consumer-advertising for the product.

The first item is a bit of history. For three years before he became PEBECO'S star salesman, Mr. Cantor was brilliantly identified in the minds of his listeners with a cup of coffee! He was called on to change sponsors, program and network. What happened? Well, haven't you already read the answer above?

The second item: Eddie Cantor—while breaking all sales records for PEBECO—shares the air and the audience with another highly successful air "salesman." Does that faze him? Hardly! There are, as he clearly demonstrates, plenty of listeners to go around—a matter we'll be happy to discuss with you statistically, if you wish.

"THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM"

XUM

KWK Reaches EVERY CLASS

Whether your product is designed for a definite class or for the masses, KWK is the station to deliver your sales message in the St. Louis area. This market, covered so effectively by KWK, is the 10th potential buying area in the United States. An advertising campaign placed with us will bring you gratifying results.

THOMAS PATRICK Incorporated

HOTEL CHASE — ST. LOUIS, MO.

REPRESENTATIVE — PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

CALIFORNIA SYRUP OF FIGS AND DICK TRACY ARE ON THE MAGIC CARPET OF PROGRAMS

YOU'LL GET BIGGER VOLUME SALES, TOO, BY USING WHAS' 50,000 WATTS AS A BASIC OUTLET

Millions of children say: "O, Ma, get WHAS! I want to hear Dick Tracy!"

So, millions of Ma's get WHAS. They listen to the exciting Dick Tracy episodes four times each week. WHAS brings to life the "funny paper" characters. Thus the Mothers learn about the benefits of California Syrup of Figs for children. Next, they buy it. It replaces another laxative. And children like its fruity taste. The sales go up and up.

When you can't afford a national broadcast through a network, WHAS should be your next choice. There are 133,900 radios in the WHAS shopping area. It is populated by 188,000 families. Here is a wonderful transcription basic outlet. WHAS' 50,000 watts will also give your product a coverage of 3,461,100 with its primary and secondary daytime broadcasts. And there's an increase in the nighttime primary and secondary coverage to 4,399,200.

The California Syrup of Figs program at 5:30 p.m. is on the favorable side of the border of the WHAS (night) secondary area population coverage of 24,752,138. The nation is at home at 5:30, you know. Therefore, that is the selling hour. And WHAS programs come in strongly, clearly through the nation's radios from the Atlantic to the Rockies.

Concentrate more of your radio advertising on the national coverage offered by WHAS. Comparatively it costs less.

MILLIONS TUNE-IN ON WHAS DAILY FOR THESE FEATURES

1. Parties of Pickfair featuring Mary Pickford on National Ice Mfgs. program.
2. Ed Wynn and Plymouth Automobiles.
3. Ziegfeld Follies of the Air and Palmolive Soap.
4. Ray Noble and Coca-Cola Refreshment Time.
5. Jose Manzanares' South American Orchestra and Lincoln Cars.
6. Hollywood Hotel and Campbell's Soup.
7. Burns and Allen and Campbell's Tomato Juice.
8. Boake Carter and Philco.
9. Kate Smith and A&P Coffee.
10. "The Story of Mary Marlin" and Kleenex.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

LOUISVILLE • KENTUCKY

CBS BASIC OUTLET

★★ EDWARD PETRY & CO. ★★
★★ NATIONAL REPRESENTATIVE ★★

"Let me hit him, Colonel!"

DESPITE our kind and gentle appearance, us mugs at F J & F like nothing better than a battle — providing it's in behalf of a customer!

At the drop of a hat, or even less, we'll battle to get favorable spots for you, or to line up the newest and most powerful program ideas, to do anything that will secure for you the best possible service and cooperation and *results* from radio. We've built our business on the one big idea of doing a better job for our customers than they can economically do for themselves.

Big words? Make us prove them!

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC	(NBC)	Charleston	WDRC	(CBS)	Hartford
WIS	(NBC)	Columbia	WKZO	(MRN)	Kalamazoo
WAIU		Columbus	WNOX	(CBS)	Knoxville
WOC	(CBS)	Davenport	KOMA	(CBS-SBS)	Oklahoma City
WDAY	(NBC)	Fargo	WMBD	(CBS)	Peoria
KTAT	(SBS)	Fort Worth			

WPTF	(NBC)	Raleigh
KTSA	(CBS-SBS)	San Antonio
WDAE	(CBS)	Tampa
KTUL	(CBS)	Tulsa
KALE		Portland

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 6 WASHINGTON, D. C., MARCH 15, 1936 $3.00 A YEAR—15c A COPY

Railways Lift Radio Ban, Plan Campaigns

Eastern and Central Roads, Now Free of Six-year Fetter, Survey the Broadcast Field; Low Rates Offer Theme

RESTRICTIONS against radio advertising imposed by Eastern and Central railroads since 1930 have been lifted entirely, with the result that several of the more important carriers already are surveying the medium with a view to starting spot or network campaigns.

It has been learned that the Eastern Trunk Line Association and the Central Passenger Association, controlling East-West service operations, agreed last December to drop the radio inhibitions. A new agreement among the larger roads operating East of the Mississippi and north of the Ohio and Potomac, and now in full force, does not place any restrictions whatever upon use of radio advertising. Likewise, it does not bar the use of radio receiving sets as standard equipment on club cars.

The original agreement, in force for six years, especially referred to radio advertising as being undesirable for railroads as a regular advertising medium. This compact was rewritten in November, 1934, and included the same restrictions. It also barred use of radios on club cars except upon extraordinary occasions.

In the new agreement all language pertaining to the radio restrictions was dropped. By its very absence, use of radio is now permitted. All of the important Eastern and Central lines are members of the two associations.

Stiff Competition

ABOLITION of the ban comes at a time when the railroads are fighting an uphill battle against other passenger services, such as the buses, airplanes and private automobile. It also comes at a time when they have the best sales basis available to railroads in years—the newly ordered rate reductions which take effect June 1.

The reduction in rates, ordered by the Interstate Commerce Commission within the last fortnight, drastically curtails passenger rates both for Pullman and coach travel. Pullman surcharges on railroad fares are eliminated altogether. These reductions occur at the best time psychologically for the railroads, because in June the vacation season actually gets under way and tourist travel is at its peak.

Chesapeake & Ohio has been using radio consistently in a dozen major cities in its territory all during the time other important lines were committed against it. C. & O. was not a party to the original agreement and also was exempted from the 1934 arrangement. The most important of the lines which, by compact, excluded radio advertising, were the Baltimore & Ohio, Pennsylvania, New York Central and New Haven.

The success achieved by the C. & O. in its radio advertising along with the findings of Joseph B. Eastman, Federal Coordinator of Transportation in his report of January, 1935, advocating greater use of radio, were unquestionably the predominating factors in the decision to lift the ban. Moreover, an experiment conducted by Western lines last year to stimulate travel to the West, proved eminently successful and gave proponents of radio advertising additional ammunition with which to break the compact.

With the lifting of the restrictions there has been considerable activity in the railroad industry on advertising plans. Baltimore and Ohio, it has been learned, is canvassing the field and has made rate inquiries among stations in its territory on spot campaigns as well as studio programs. Other roads too have been investigating radio rates and programs, although as far as is known no definite campaigns have materialized.

Research Activity

TIEING directly into revived activity is the research being undertaken by the Association of American Railroads for a national advertising campaign, which embraces radio. Arthur Kudner Inc., New York agency, recently was retained to undertake a study for the Association and is now engaged in this work.

Kudner has not been retained as the agency to place whatever campaign may be decided upon, according to railroad executives. The report of this agency will be made to the advisory board of the Railroad Association, of which J. J. Pelley is president. This board has in the past considered a network campaign of an institutional type featuring fine music, and patterned along the lines of the *Ford Sunday Evening Hour*, or the *General Motors Concerts*.

With the exception of C. & O., leading railroads have been backward in their use of radio even though there have been no restrictions, so far as known, among carriers in the associations other than Eastern and Central. The industry is among the last of the major industrial entities of the nation to avail itself of radio advertising.

Only recently have railroads begun to enjoy a revival of passenger business. They have suffered severe inroads from buses, airplanes and automobiles. This was attributed mainly to failure to keep abreast of the time, in Mr. Eastman's special report.

In this report, issued just a year ago, Mr. Eastman, among other things, said the loss of passenger traffic was "due to failure to keep pace with modern methods of marketing, servicing, pricing and selling." Then he recommended that they advertise and promote their services. On this score, he said:

"The market which the passenger traffic force must sell consists of about 30 million families or 76 million adults. Carriers must reach this market as do the purveyors of these other 'enjoyables' by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual."

Based on the experience not only of C. & O., but also of the Western carriers, it is felt that radio should prove a primary medium to the railroads in these prospective cam-

How Three Western Railroads Have Used Radio Extensively

HOW Western roads have been using radio to promote passenger traffic is told in the following letter from H. G. Bullock, vice president of The Caples Co., Chicago advertising agency. Mr. Bullock took issue with the article published in the Feb. 15 issue of BROADCASTING *in which it was stated that railroads generally have been laggard in their advertising. His letter is published herewith in full text:*

ON PAGE 10 of the Feb. 15 issue of BROADCASTING under the caption, "National Railroad Campaign Studied", in the last paragraph the following statement is made:

Mr. Bullock

"Railroads, generally, have been laggard in their advertising in recent years with the notable exception of the Chesapeake & Ohio."

Apparently, whoever wrote this story was entirely unfamiliar with the extended advertising activities of many of the railroads, particularly in the western territory.

We number among our clients four of the leading western railroads, all of whom have been extremely active in their advertising for a number of years past, and three of them have been extensive users of radio.

The first radio campaign we handled for the railroads on a large scale was during 1933 in connection with the Chicago World's Fair, when all railroads serving Chicago combined in a series of 13 15-minute broadcasts over the Columbia chain.

At the same time the Illinois Central was using a number of local stations and continued to do so during 1934, in December of which year Illinois Central began a series of 18 30-minute programs over WENR in Chicago. In March of 1935 the Chicago & North Western Railway also began a series which ran to 18 30-minute broadcasts over WMAQ.

Throughout the year Chicago & North Western - Union Pacific jointly have been consistently using a large number of stations for short announcements in the Middle West and certain Eastern territory, while the Union Pacific have been consistently using announcements throughout their Western territory.

Beginning Nov. 17, 1935, Illinois Central began a 30-minute Sunday afternoon broadcast over a partial National Broadcasting Co. network, including ten leading sta-

(*Continued on page 53*)

paigns. The Western Association of Railway Executives last August announced that its $367,000 spot announcement campaign to stimulate western travel was entirely successful. It used 60 stations and some 400 newspapers.

Results announced were that reports from carriers showed a 15 to 22% increase in travel over the same period of the preceding year. This, said the announcement, indicated "that the campaign was an unqualified success."

Last August, the American Association of Advertising Agencies, through a special committee, also commented at length upon the lethargy of railroads in promoting their services. This committee report, requested by Coordinator Eastman, was submitted to all railroads by the latter.

The Eastman report had disclosed that a classification of media expenditures revealed that only $77,050 was spent in 1933 for radio by the railroads, of 1.8% of media expenditures. Of this $3,657 represented talent expenditures. The conclusion of the report had recommended that an advertising budget of ½ to 1% of freight revenues would constitute a remunerative investment. Actually in 1929, 1933 and 1934 expenditures for both passenger and freight advertising of all roads amounted to 0.3% of gross revenue.

AAAA Recommendations

THE AAAA committee, after studying the Eastman reports both of January and August, 1935, had made these observations about radio advertising:

"In regard to radio there was relatively little use made of it, and the talent cost seems disproportionately low which might indicate that broadcasts were not as interesting or attractive as they might have been made, and of course that affects results. How commercial announcements are made and woven into the broadcasts also makes a difference.

"It would seem to us that radio should make a very restful medium for travel advertising and also for institutional appeal. Travel is always an intriguing subject for great numbers of people.

"A wider use of radio appears indicated. This would also serve to increase returns from other forms of advertising, for instance in newspapers and magazines. The one stimulates interest in the other, as has been frequently observed in commercial advertising."

Freight as well as passenger service has been recommended both by Eastman and by the AAAA for a greater degree of sales promotion. While freight yields by far the greatest revenue, few roads had spent any great amounts of money to publicize this service. Just as air-conditioned passenger equipment, greater speed, increased comfort and reduced rates afford ideal copy for passenger advertising, so do the improvement of facilities for handling of freight lend themselves both to institutional and direct sales copy for both radio and the printed media, it is thought.

The criticism of railroad advertising in the Eastman reports also reflected upon the tendency of carriers to devote most of their advertising effort toward outselling their railroad competitors rather than competing transportation.

Right of States to Tax Station Income Argued in Appeal Before Supreme Court

THE RIGHT of States to tax the incomes of broadcasting stations, on the theory that they are derived in intrastate rather than interstate commerce, was argued before the U. S. Supreme Court March 9 in the appeal of Fisher's Blend Station Inc., operating KOMO and KJR, Seattle, from the judgment of the Supreme Court of the State of Washington. The State Court had upheld the ruling of the state Tax Commission assessing a 1% levy on the gross income of the stations.

Because of the possible industry-wide application of gross income levies upon stations, the NAB and the major networks cooperated in the Supreme Court appeal. Many state legislatures have considered or adopted such taxes in an effort to replenish depleted treasuries, attempting to justify contentions that broadcasting revenue is purely intrastate.

Federal Regulation

THE MAJOR defense advanced on behalf of the Seattle stations was that broadcasting, as interstate commerce, is subject only to Federal regulation and to Federal taxation. The state, however, maintained that the income of stations is derived, not because of interstate commerce but because the station facility is simply "leased" to the advertiser.

Godfrey Goldmark, New York attorney, in arguing the case in chief, held the 1% occupational tax was invalid and repugnant to the Constitution. The state court, he said, had held that the state had no power to and did not intend to tax interstate commerce or the gross receipts derived from it and ruled that stations were not engaged in interstate commerce but in intrastate commerce and were therefore subject to the tax. The State Court ruled that the stations were not engaged in interstate commerce but that they merely "leased" the stations to advertisers who did the broadcasting.

The analogy used by the state court was that the position of a station owner was similar to that of the owner of an interstate bridge over which persons engaged in interstate commerce pass on the payment of a fee. The lower court held:

"The surrounding ether may be likened to the bridge, and while respondent does not lease the ether, it does lease a device which enables its patron to use the ether as a 'bridge' or medium of communication between the station and such receiving appliances as may be so attuned as to reproduce the message released through space."

In the Fisher's Blend brief it was argued that the conclusions of the State Court that the stations are leased to advertisers who broadcast was not supported in the record; that the evidence did not support the findings; that the state law was unconstitutional in that it imposed a tax on receipts from interstate commerce, and that the cases cited by the court to support its main theory are applicable only on the assumption that the stations lease their facilities.

For the State, E. P. Donnelly, assistant attorney general, appeared. He did not argue the bridge analogy used by the lower court but held that the radio stations engage in separate and distinct local activities by permitting sponsors to use the actual equipment and facilities which are located entirely within the state. Thus, he argued, they are subject to state taxation.

Mr. Donnelly was questioned sharply by all members of the court save Justice Cardoza. They stressed particularly the bridge analogy and it appeared that the case would turn on that issue.

In the concluding arguments, Donald G. Graham, of Seattle, one of the attorneys for Fisher's Blend, brought out that the only other case involving state's rights on occupation taxes on states was that of the City of Atlanta v. Oglethorpe University, then operator of WJTL, Atlanta, decided by the Supreme Court of Georgia, in favor of the state. There was no final adjudication of this case.

Covering the bridge analogy, Mr. Graham contended that it did not fit because a bridge is an inert thing, whereas in the case of a broadcasting station, energy actually is transmitted through space and across state borders due to manual and technical operation and skill. He distinguished between the simultaneous generation and transmission of radio energy and the generation of electric power for interstate commerce.

A number of state cases raising parallel issues now are pending in state tribunals, awaiting the outcome of the Fisher's Blend cases.

Rexall on 200 Stations

UNITED DRUG Co., Boston (Rexall drugs, Liggett stores) in the middle of April will start a transcription series to promote the annual Rexall One Cent Sales. Over 200 radio stations from coast to coast will broadcast the quarter-hour discs, made by RCA-Victor. Conrad Thibault, Kay Thompson, the Song Smiths, a male quartet, Don Voorhees' orchestra, Fred Uttal as master of ceremonies and Basil Ruysdael, announcer, are the talent. The discs will be broadcast five times during the week of the special sales. The starting date will depend upon the sale date in each city. The series is titled *The Rexall Magic Hour*. The campaign will run until the middle of May. Spot Broadcasting Inc., New York, is placing the transcriptions for Street & Finney Inc., New York, agency for the account.

Two New York Tests

TWO big local test campaigns in New York were arranged during March. Modern Industrial Bank, New York, will return Gabriel Heatter, news commentator, to the air on WJZ, starting March 22, for a Saturday quarter-hour. On April 11 the program will become a Saturday and Sunday feature. Marschalk & Pratt Inc., New York, has the account. R. L. Watkins Co., New York, a Sterling Products subsidiary, will promote its Mulsified shampoo on WHN, starting March 13, Fridays, 8-9 p. m., using the *M-G-M Movie Club*, placed by Blackett-Sample-Hummert Inc.

Henry A. Bellows Named By General Mills Inc. to Special Advertising Post

Mr. Bellows

FORMAL announcement was made March 4 of the appointment of Henry A. Bellows, former Radio Commissioner and until last year vice president of CBS, as special advertising representative of General Mills Inc. The company is one of the largest users of radio time, both network and spot, and this year plans to go extensively into sponsorship of major league baseball games for *Wheaties*.

Mr. Bellows has been one of the most widely known members of the broadcasting industry and has been most active in its legislative affairs as chairman of the legislative committee of the NAB until last year. He was managing editor of *The Northwestern Miller* until 1925 when he became manager of WCCO, Minneapolis, then owned by the Washburn Crosby Co.

In 1927, Mr. Bellows became one of the original members of the Radio Commission, a year later joining CBS as vice president, which post he held for five years. All during his active career in broadcasting he was prominent in the affairs of the NAB. In September, 1935, Mr. Bellows returned to Minneapolis as a consultant and in that capacity has been associated with General Mills' advertising department, particularly in connection with broadcasting placements.

Mr. Bellows personally has been contacting stations in connection with baseball sponsorship for the ensuing season. Detailed plans have not yet been divulged.

Lack of a Few Returns Delays Broadcast Census

THE CENSUS of broadcasting being conducted by the Division of Transportation and Communications, Census of Business, Department of Commerce, "is progressing in fine shape" according to a statement March 5 by C. H. Sandage, chief of the division. He expressed hope that the compilation would be completed shortly.

The vast majority of stations, Mr. Sandage declared, have already filled out and returned to the Bureau of the Census Form 73 containing the questions on radio station business. The few stations that have not returned the forms, he added, are delaying completion of the survey. He asked BROADCASTING to importune stations which have not already done so to return the questionnaires as quickly as possible.

Lehn & Fink Test

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) began a special spot campaign on WLW, Cincinnati, March 2, 6-6:15 p. m., Mondays through Fridays, with *The Johnson Family*, a dramatic program. Merrill Adv., New York, was named to handle the test program.

Elliott Roosevelt Joins Hearst Radio

Becomes Executive of Publisher's Interests, Heading KTSA, KNOW; Many Offers for Rest of SBS Group

PRESIDENT'S SON NOW HEARST EXECUTIVE

MR. ROOSEVELT

MR. HEARST

ELLIOTT ROOSEVELT, son of the President, who since last September has been vice president and sales promotion manager of the Southwest Broadcasting System, on March 10 became vice president of Hearst Radio Inc., operating company for Hearst-owned broadcasting stations. At the same time the 28 year-old broadcaster became president of the KTSA Broadcasting Co., licensee of KTSA, San Antonio, and the KUT Broadcasting Co., licensee of KNOW, Austin, Tex., personally filing formal applications with the FCC in Washington for voluntary transfers of the ownership of those two stations to Hearst interests.

As exclusively reported in the March 1 issue of BROADCASTING, sale of the two units of the Southwest Broadcasting System to Hearst, subject to FCC approval, was consummated late in February for a combined price of $225,000. KTSA was purchased for $180,000, and will be operated in connection with Hearst's *San Antonio Light*. KNOW was purchased for $45,000, the first station to be acquired by Hearst in a city in which he has no newspaper.

Besides having his name on the FCC applications, young Roosevelt's name also appeared as one of the five directors of the KTSA Broadcasting Co. in a charter granted March 9 at the state capitol in Austin, Tex. The other directors named are W. M. McIntosh, publisher of the *San Antonio Light*; Emile J. Gough, general manager of Hearst Radio; R. F. McCauley, New York, and W. L. Mathews, attorney for the *San Antonio Light*.

Young Roosevelt informed BROADCASTING that he will continue to make his headquarters in Fort Worth, and that he is still vice president of Southwest. He declined to verify or deny reports that he, in company with William P. Day, executive vice president of Lambert & Feasley Inc., New York agency, has secured an option to purchase the remaining three units of the Southwest network—namely, KTAT, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. He admitted, however, that Mr. Day is definitely "interested in the radio business generally" and from other sources it was indicated that such an option, or at least a sale agreement, exists.

Offers for Others

LEE H. ARMER, president of Southwest, who was also in Washington March 9, said the other Southwest stations were not for sale, although he asserted that offers from various interests for the whole group and for the individual stations have been received. The sale of the two units to Hearst interests naturally was admitted, since the applications became a matter of record at the FCC. Mr. Armer asserted, however, that Southwest will continue to operate as a network and will carry out its commercial commitments, though it was evident that, assuming the FCC grants the transfer, the maintenance of the network depends upon Hearst plans.

Whether Hearst will acquire the other three stations either directly from the present ownership, represented by A. P. Barrett of Fort Worth and Mr. Armer, or through the intermediary of Mr. Roosevelt and Mr. Day, remained in doubt as BROADCASTING went to press.

"Not on the Market"

MR. ARMER asserted that the stations were "not on the market" but he admitted that various offers have been received not only from Hearst but from the publishers of the *Oklahoma City Oklohoman*, operators of WKY, Oklahoma City, and KLZ, Denver, seeking KOMA; from the Griffin wholesale grocery interests, operating KTUL, Tulsa; from the publishers of the *Amarillo* (Tex.) *Globe-News*, operators of KGNC, Amarillo, and prospective purchasers of KFYO, Lubbock, Tex., and from interests believed to be acting together in behalf of the Jesse Jones radio and newspaper interests (owning all three Houston stations) and the Amon Carter radio and newspaper interests (WBAP, Fort Worth, and KGKO, Wichita Falls). None of these offers, however, has been seriously entertained, he said.

Mr. Day's entry into the picture is believed to have been prompted by young Roosevelt, a close personal friend. Knowing that the Southwest stations might be procured, it is believed that Mr. Roosevelt approached Mr. Day to interest him in going into the radio business. Mr. Day is also an intimate friend of T. J. White, general manager of the Hearst enterprises. In some quarters it was stated that Hearst also is seriously contemplating purchasing the other three stations and himself maintaining the Southwest network, but the price factor may be balking the other purchases.

Lambert & Feasley's biggest account is the Lambert Pharmacal Co., St. Louis (Listerine), which in the past has used radio considerably, having for one season sponsored the Metropolitan Opera over the NBC networks. Mr. Day's agency also handles such radio-using accounts as Phillips Petroleum Co., Bartlesville, Okla., and Pro-phy-lac-tic Brush Co., Florence, Mass. Mr. Roosevelt's personal acquaintance with Mr. Day dates back to the time when the President's son, newly graduated from Harvard, went to work for the Albert Frank advertising agency in New York.

New Lucky Strike Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on May 2 will make its maiden appearance on a network of 93 CBS stations. The Saturday night program on NBC is signed to run until late in April. The new CBS program, Saturdays, 10-11 p. m., will also be titled *Your Hit Parade*, and Carl Hoff, at present on NBC for Luckies, may be given the spot. The sponsor has started a new series of Wednesday night programs on an NBC-WEAF network, 8-9 p. m. Ray Sinatra's orchestra was selected after numerous bands had been tried out in the Saturday night spot to get audience's reaction. Lord & Thomas, New York, is the agency.

New Ohio Network

A NEW hookup of Ohio stations, linked to carry both commercials and sustainings, is reported under way, with tentative plans to begin operating by April 1 and with Mrs. Edythe Melrose, manager of WJAY, Cleveland, as its general manager. It will be known as Ohio Network Inc., and besides WJAY it will link WSPD, Toledo; WKBN, Youngstown; WBNS, Columbus, and an unnamed Cincinnati station. National representatives for the group will be Aerial Publicizing Inc., New York.

Warners Consider Own Network Plan

Threat to Compete With Major Nationwide Chains Issued

WARNER BROS., giant motion picture concern which is figuring prominently in the music copyright turmoil, is contemplating a "third network", according to Harry M. Warner, president. At the time of his departure from Hollywood March 4 for New York, Mr. Warner said he was working on such a plan, but details were lacking.

Herman Starr, vice president of Warner in New York, conferred with his chief upon his arrival March 9 upon the broadcasting "plan". He informed BROADCASTING afterward that there would be no enlargement upon the statement originally made by Mr. Warner.

The announcement was greeted by the broadcasting industry with skepticism. The only possibility of setting up another major network enterprise of the scope apparently envisioned by the Warner official would be to use Mutual Broadcasting System as a nucleus, and that development is discounted at once for obvious reasons. Physical station facilities are not available for another network on anything approaching a nationwide basis.

Music Performance

THE WARNER idea for a network evidently grows out of a desire to perform Warner music over the air on large scale. The major networks and about 75% of all stations, since Jan. 1, have been doing without Warner music, with the result that the value of the Warner catalogs has been sharply diminished. It is said there has not been a Warner hit since the new year began.

The Warner statement was that if networks and stations do not sign for performance of the Warner catalogs, then Warner will go into competition with the networks and in that way insure performance of its music, so vital in the advertising of Warner pictures. It was asserted also that Warner houses would not return to the ASCAP fold and that the network plan would be worked out in a "few months" with the idea of approaching agencies for next fall's business.

Mr. Warner asserted that songwriters on the Warner rolls, who have been chafing over non-performance of their works, would get rich returns from the network operation.

General Electric Discs

GENERAL ELECTRIC Co., Schenectady (refrigerators) on March 19 will begin a WBS transcription series, Tuesdays and Thursdays, during morning hours, on about 50 stations. Contracts are for 13 weeks. Eddy & Ralph will be the talent on the 15-minute programs. A partial list of stations follows: WOR, WKBO, WLAC, KSL, WIS, WGY, WBEN, WDAF, WFBR, KGHL, WJR, KMOX, WAIU, WAVE, KOMO, WRAK, WTAM, WTIC, WCAU, WKY, KGO, KOIN, WTMJ, WBZ, WGST, WWL, KDKA, WGAL. Maxon Inc., Detroit, handles the account.

Communist Speech Delivered on CBS Stirs Controversy

Net Time Allotment Arouses Both Resentment and Praise

FREE SPEECH, pro and con, continued to figure prominently in the national news during the last fortnight with the CBS speech of Earl Browder, secretary of the Communist Party, provoking an entirely new issue that had repercussions in Congress as well as on the front pages of newspapers and in their editorial columns.

CBS scheduled a 15-minute speech by the American Communist leader in compliance with the latter's request on the theory that he was an accredited representative of a registered political party. Immediately following the announcement, a torrent of criticism was hurled against the network, with the publishers Hearst and MacFadden editorially leading the crusade. CBS was picketed in New York—and had a special cordon of police around its studios the night Browder spoke—and so-called retaliatory "boycotts" against the network were demanded by a number of organizations on grounds of patriotism.

The issue erupted in Congress as a half-dozen Congressmen commented. Rep. Hamilton Fish Jr., (R-N. Y.) leading "red-baiter" in Congress, answered the Browder address over CBS the following night by prearrangement. But he defended CBS in allowing the Communist to speak, asserting it at least proves that freedom of speech prevails in America.

Rejected by Yankee

A NUMBER of CBS stations, notably the Yankee Network, declined to carry the address. John Shepard 3d, Yankee president, issued a statement in which he said the stations which his organization owned and controlled would not carry the address because "we believe in the American form of Government and it is our understanding that the avowed intention of the Communist Party is the overthrow of our government. We can see no reason for extending our facilities to any Communist representative." Stations on the Yankee Network which did not carry the address included WNAC, WAAB, WEAN, WICC, Shepard operated, and WMAS, WORC and WFEA, affiliated stations. Pacific Coast CBS stations did not carry the program, it is understood.

Hearst newspapers launched the anti-Red attack the day before Browder made his broadcast. Then it was followed up in succeeding days with other editorials. The Hearst attack, as well as that of MacFadden, was directed against William S. Paley, CBS president. The initial Hearst editorial concluded: "Perhaps it is truly about time that the United States Government took over the broadcasting systems of the nation in order to protect itself and the public against subversive misuse of them."

Bernarr MacFadden, publisher of *Liberty* and of the *New York Mirror*, on March 6 issued a statement demanding the resignation of Mr. Paley because of the Browder speech. This was followed up by attacks upon CBS from women's organizations, the National Americanization League, and others.

Counterbalancing the Hearst and McFadden editorials were those in other newspapers supporting the CBS action in allowing Browder to speak. The Republican *Washington Post*, significantly, said:

"The Columbia Broadcasting System is to be congratulated for its fair-mindedness and good Americanism in putting its facilities at Mr. Browder's disposal. Consistency now requires that the company restrict further free radio time to Communist spokesmen in proportion to their strength throughout the country. Which means that the comrade will not be rushed in preparing his next plea over the airway."

Coughlin Stations Warned

ON ANOTHER front the free speech issue also blasted forth. Rep. O'Connor (D-N. Y.) who several weeks ago threatened to "kick" Father Coughlin "from the Capitol to the White House" because of his critical speeches, fulfilled his promise of warning the 32 stations carrying the Coughlin speeches that he would hold them accountable for any libelous statements made over their facilities by the militant radio priest. He wired:

"Without waiving any right I already have against you for criminal libel, I hereby respectfully serve notice on you that I shall hold strictly accountable and responsible you and your company and all its officers and directors for any further libelous remarks made by Father Coughlin or any other persons about me over your station directly or indirectly."

RADIO WOMEN IN QUEER JOBS

They Sit at Executive Desks, Cry Like Babies, Bark With Canine Fidelity and Wake You Up

QUEER jobs, as well as important executive jobs, are held by women in radio. Among the queer ones are several that attracted the attention of *Pictorial Review*, which carried a picture page about them in its March issue. The photos are reproduced with permission. They were snapped by Ivan Dmitr.

Madge Tucker, NBC director of children's programs [in center of top photo] writes, directs and casts all of her programs. She has a native gift for picking talented juveniles.

Then there is Madeline Pierce [second photo] who coos like a baby, pipes like a child, cries like a vixen bambino, all with a fidelity that is strikingly natural. All she needs in the way of mechanical equipment is a nice soft pillow. For small babies, a big pillow, and for big ones, a small pillow. All she does is bury her head and cry, sob, snort and gurgle.

At New York's WINS is Helen Merchant, musical clock girl [third photo], who wakes countless thousands every morning in the metropolitan area and tells them the correct time every five minutes so they can't oversleep.

Bertha Brainard, director of commercial programs for NBC [fourth photo], has one of the biggest executive jobs in radio. She remembers when WJZ offered time free to advertisers who could muster enough courage to try this new-fangled thing called broadcasting.

And any discussion of feminine radio folk must include Elsie Mae Gordon [at bottom], whose forte is being a radio zoo all by herself. If it's a frog or cricket or lion or dog whose realistic utterance is needed, Elsie can supply the sounds without recourse to transcriptions or gadgets.

Music Publishers Form New Protective Group For Performance Rights

FORMATION of the National Association of Copyright Owners as successor to the Music Publishers Protective Association was announced March 10 by John G. Paine, of New York, chairman of the board. The organization licenses mechanical performing rights.

In Washington attending the Duffy Bill hearings, Mr. Paine asserted the name of MPPA was changed to open the way for enrollment of so-called "standard" publishers. Heretofore its membership has been restricted almost entirely to the popular publishing field.

MPPA, said Mr. Paine, was formed in 1935 as a mutual organization and has had 37 popular song publishers on its rolls. Governing the organization have been a series of trade practice provisions having to do with "plugging" and performance of music and designed to keep the publishers in step with certain ethical standards. These code provisions, he said, have never been enforced and many publishers objected to MPPA because of them.

Last year MPPA was incorporated and at that time the trade practice provisions were dropped but the organization did not benefit through substantial enrollments of standard members or of book music publishers. With the changing of the name, he said, a salutary result already has been noticed.

To date, according to Mr. Paine, some 75 applications for membership in the organization are pending, including about 30 standard publishers and a number of book music publishers. This compares to the MPPA membership of 37 popular publishers and five standard houses. Altogether, he said, there are 100 popular publishers and 90 standard publishers.

World Musical Programs To Be Started in Autumn

FIRST of a series of semi-annual musical concerts to be broadcast simultaneously from stations in all countries belonging to the International Broadcasting Union at Geneva, will be staged Sept. 20. The programs, which will literally shower the world with music, will start with a half-hour concert of American folk music to be presented jointly by NBC and CBS and will be relayed to other countries via shortwaves for rebroadcasting.

Plans for the series were drawn at the recent International Radio Conference in Paris. The second concert of the series will originate in Argentine in February of next year, with the third to come either from Dutch East Indies or Belgian Congo. Promotion of international good will is contemplated by the series, as well as acquainting different countries with the music and culture of other parts of the world.

Due to interest of foreign delegates in American Negro folk songs and spirituals, part of the American program will consist of this type of music.

Chance of Duffy Bill Passage Is Slim

Parliamentary Tactics Would Continue Hearings Until Action Prior to Adjournment Would Be Unlikely

By SOL TAISHOFF

ONE OF THOSE legislative miracles—rare but not impossible—will have to be wrought to enact the Duffy Copyright Bill at this session of Congress.

That is the view of observers of the travesty on Congressional procedure staged before the House Patents Committee during the last three weeks. The measure, supported by the Administration and urged by the State Department, is designed to permit American entry into the International Copyright Union and to modernize the antiquated and outmoded copyright law of 1909. It passed the Senate last session.

The bill also would rip away from ASCAP the arbitrary powers it now holds and which have made it an impregnable music trust. And therein lies the tale of imminent defeat of the bill.

Doomed Despite Revolt

DESPITE a turn in the testimony during the third week of the hearings, and a revolt on the part of certain committee members against the manner in which Chairman Sirovich (D-N. Y.) has been conducting the proceedings, it still appeared that the Duffy Bill was doomed at this session. Added to the fight against ASCAP, which beat all the pans in Tin Pan Alley during the first two weeks, there is the conflict with an openly partisan committee chairman and a race against time before Congress adjourns.

When the Committee adjourned its third week of hearings March 12, the industries supporting the measure, including broadcasters, hotels and motion picture exhibitors, had not yet been heard. The hearings originally were scheduled to conclude after four weeks, or on March 19. Then, out of a clear sky, Chairman Sirovich disclosed they would run until April 23. If that happens, chances for passage in the House, which is looking toward a May 1 adjournment, would be virtually nil.

The evidence protagonists of the bill bring forth during the next week, and the success they may have in breaking down the barriers of misinformation and unsubstantiated allegations of ASCAP witnesses, will have much to do with the fate of the bill. But there appears to be only one chance in 100 that the measure will get through.

Its failure at this session would mean that the bill must start at the beginning of the legislative gauntlet next year and wend its way through Senate Committee, Senate, House Committee and House. ASCAP, it is evident, will fight, lobby, clinch or do anything it believes necessary to block the measure with its provision to eliminate the $250 minimum innocent infringement clause in the present law—the big bludgeon it has used so effectively in collecting tribute for the last generation.

Everything but footlights was used by ASCAP in presenting its hippodrome during the first two weeks of the hearings. And even the footlights were competently substituted for by the flashlights of news photographers who got the Vallees, the Cohans, the Gershwins, the Berlins, and the rest of the luminaries whom ASCAP brought down to embellish the hearings.

They resented, said the authors, being called "racketeers". And they wanted more money from the users. They called radio names, yet they all admitted they had never read the Duffy Bill or the Sirovich Bill or the Daly Bill (the latter two favorable to ASCAP and inspired by it as backwash for the Duffy Bill).

The hearings were punctuated throughout by clashes between members on procedure. Rep. Church (R-Ill.), Rep. O'Malley (D-Wis.) and Rep. Deen (D-Ga.) led the onslaught against Dr. Sirovich and certain of his supporters. They maintained that the proponents of the measure, under regular Congressional hearing procedure, should go on first, and be followed by ASCAP and its anti-Duffy Bill forces. They also objected to allowing ASCAP to have "rebuttal" opportunities after the proponents finished.

It appeared likely that the NAB will present its case during the week beginning March 17. The plan at this writing is for James W. Baldwin, NAB managing director, to make a brief opening statement, and then for Sidney Kaye, of the New York firm of Rosenberg, Goldmark & Colin, CBS counsel, to analyze the bill legally as NAB special counsel. Finally, Louis G. Caldwell, Washington attorney and former Radio Commission general counsel, will submit the NAB case in chief in support of the bill.

Originally the hearings were scheduled to conclude on March 19, but Sirovich disclosed to his committee they would run for another month, presumably to accommodate other witnesses. Rep. O'Malley announced March 11 that when March 19 arrived he would propose adjournment of the hearings as originally planned. Should that motion pass, then the Duffy Bill

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Rift in Ranks of the NAB Concealed By Pressure of Copyright Hearings

STEEPED in a copyright battle before the House Patents Committee to the exclusion of everything else, NAB affairs which threaten the future of the trade association have been permitted to slide along during the last fortnight with no significant change in conditions.

While time may have a healing effect, present indications are that the major networks will attend the NAB convention this summer determined to withdraw from the Association unless certain specific demands are met, notably on copyright leadership. Likewise, an independent group of stations, just as strongly determined, has decided apparently to forget the NAB if it comes under what they characterize as "network domination".

On Capitol Hill in Washington, the NAB is confronted with the task of counteracting the ASCAP lobby on the Duffy Bill, which has done as smooth a job as any lobby ever perpetrated upon a Congressional committee. In this battle the networks have joined forces with NAB independents in the realization that sound legislation is fundamental to the eventual solution of copyright. [See separate story on this page.]

Convention Plans

BECAUSE of the pressure of the copyright hearings James W. Baldwin, NAB managing director and storm center of the intra-industry wrangle, has been unable to map plans for the NAB convention, which will be the battleground for the NAB fight. Chicago has been selected as the place of the convention, with the board having designated the month of July as the time, but without specifying the dates.

Mr. Baldwin, at whom the network darts will be aimed, prefers to have the convention sometime in June, in the hope of settling the present difficulties as early as possible. That hardly seems likely now, however, since there scarcely would be the time to make the arrangements, taking into account the present arduous work in connection with the Duffy Bill hearings.

The executive committee, comprising President Leo J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin, must decide upon the date. Mr. Baldwin has indicated that he might leave this matter for decision of the board at another special meeting which probably will be called early in April, to consider, among other things, the plans Mr. Baldwin had been instructed to draft in connection with possible setting up of a separate radio music corporation.

What happens to the NAB at the next convention, of course, will rest with the membership through their election of a new board of directors. The board is clothed with broad powers governing admissibility of members and also is charged with the hiring of personnel, including the managing director.

Of the 19 places on the board, including the four elective officers, 10 will have to be filled at the next convention. That constitutes a majority. The feeling exists that unity in the industry should not be sacrificed at any price and that network stations (networks as such are not NAB members) should not be withdrawn from membership. The sentiments and policies of the

(*Continued on page 47*)

New Warner Pact Negotiations Fail; 97 Suits Are Filed

WORKING out of a new arrangement covering the performance of Warner Bros. music when present temporary arrangements expire March 31, has been undertaken by an advisory committee of the NAB with Herman Starr, Warner vice president.

Although himself detained in Washington because of the copyright hearings on the Duffy Bill, James W. Baldwin, NAB managing director, delegated the committee to pursue the work. Members are Philip G. Loucks, former NAB managing director; Walter J. Damm, WTMJ, Milwaukee; H. K. Carpenter, WHK, Cleveland and John J. Gillin, Jr., WOW, Omaha.

Temporary contracts, which became effective last Jan. 1 and which have been signed by some 239 stations, provided for payment to Warner, for use of its catalog, four times the highest quarter-hour rate by full-time stations, and proportionally lower rates by part-time and by local low-rate stations.

Back to ASCAP?

THE advisory committee met with Mr. Starr and A. M. Wattenburg, Warner counsel, on March 11, but no material progress was made. Mr. Starr said he did not have enough facts and figures upon which to base possible working out of a "per piece" method. Of significance was his statement that as long as broadcasters buy music under a "blanket license" from ASCAP any per piece plan he would favor would have to include a minimum guarantee. That, in the opinion of broadcasters, would not mean per piece at all.

Should Warner find it is unable to work out a per piece method when contracts expire March 31, it is understood, then another month's extension of present contracts probably will be offered its 239 present station licensees.

Out of this conference there arose the view that perhaps Warner is flirting with the idea of returning to ASCAP, despite repeated statements to the contrary by its officials.

More Warner Suits

MEANWHILE, the major networks and the majority of the independent stations which refused to sign Warner contracts aver they have "licked" Warner despite the wholesale filing of alleged infringement suits by Warner houses. They feel they have gained rather than suffered through non-performance of Warner music. On the other hand, it is generally recognized that the Warner publishers and the motion pictures bearing Warner imprints have fared badly. So far as known, there has not been a single Warner "hit" tune since Jan. 1, whereas in the past they have more than often headed the list.

Warner plopped another six dozen purported infringement suits upon stations during the last fortnight, bringing the total to 97. The mythical damage figure sought is well over $3,000,000 since Warner in most cases is asking maximum

(*Continued on page 50*)

XUM

Sponsors Seeking Baseball Programs

BASEBALL again will be very much on the air this season, with dozens of national and local sponsors angling for play-by-play accounts, reenactment of games and announcements of scores. Among national sponsors already negotiating for broadcasts of major league games are General Mills Inc., Socony-Vacuum Oil Co. and Texas Co.

Owners of major league clubs for the most part are opposed to broadcasts of games at home but usually do not object to play-by-play accounts when their teams are playing in other cities. League officials leave the question up to individual club owners.

In the National League, Pittsburgh permits summary descriptions of home games and play-by-play accounts of out-of-town games. Cincinnati games are open to all stations. In the American League, Washington permits play-by-play accounts of out-of-town games and reenactments of home games. Detroit games will be carried exclusively on WWJ, except for Sunday, with network time cleared for the local broadcasts under a special arrangement.

New York Inhibition

A TRI-CLUB agreement in New York prevents broadcasts of home games of the New York Giants, New York Yankees and Brooklyn Dodgers. Philadelphia will sell broadcast rights. St. Louis permits broadcasts on week days, but not Saturdays or Sundays.

In Chicago Hal Totten will announce all home games of the Cubs and White Sox over WCFL, sponsored by Texas Co. Russ Hodges will announce games for WIND, Gary, with no sponsor being scheduled as yet. On WGN Bob Elson will announce, with Walgreen Co., chain drug stores, as sponsor. On WBBM Pat Flannagan will announce games for General Mills.

NBC is now negotiating with advertisers to sponsor baseball resumes over individual NBC-owned stations on a spot basis.

All baseball games of the Cleveland Indians will be sponsored on WHK, Cleveland, and in addition three other sponsors have signed for supplementary baseball features on WHK. P. O. C. beer will broadcast summaries of games, using a period between 6 and 7 p. m. A late evening summary will be sponored by Cleveland Oil Heating Device Co. Spots preceding and following every game have been sold to Deisel-Wemmer-Gilbert Corp., Detroit (R. G. Dun cigars). Jack Graney will announce. WHK has a contract with the Cleveland club for exclusive radio rights. Games are not broadcast Sundays and holidays.

All home and road baseball games played by the Cincinnati Reds baseball team will be carried over WHIO, Dayton, during the coming season, which opens April 14. The entire schedule, including Sundays and holidays, is being sponsored by the Socony-Vacuum Oil Co., which will also present the games over WSAI and WCPO in Cincinnati.

Club owners who object to broadcasts take the position that the programs hurt gate receipts and that announcers are inclined to second-guess umpires on close plays.

Baseball Records

WHEN Lowell MacMillan, Kendall sports commentator of WHAM, Rochester, went South to the baseball training camps he took with him George Driscoll, WHAM recording technician. As MacMillan journeys among the camps, Driscoll accompanies him to make records of the announcer's interviews with outstanding personalities. Each day during the three weeks of travel, MacMillan sends the recordings back to WHAM via air mail to be broadcast on the daily *Kendall Sportcast*. The trip is financed by Kendall Refining Co. of Bradford, Pa., and is MacMillan's own idea.

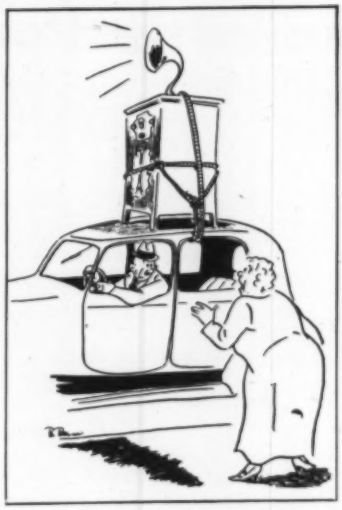
Loft Tests Successful

LOFT Inc., New York (confectioners) has renewed Garnett Marks as news commentator for another four weeks on WMCA, New York, effective March 2. The original contract covered a two-week test period, during which the sponsor broadcast special radio sales. Although the radio special, a box of candy, was kept under the counter, some 14,000 boxes were sold. The results of this test led to the renewal. The news is broadcast four times a day, seven days a week. The account is placed direct.

New WGY Sales Chief

STANLEY L. SPENCER, of the sales staff of WGY, Schenectady, has been named commercial manager by Kolin Hager, general manager, succeeding George Nelson who with Winslow Leighton recently organized the new Schenectady advertising agency of Leighton & Nelson. Walter Duncan has succeeded Leighton as national sales representative for NBC in upstate New York.

RADIO will be used again in promoting the 1936 National Cotton Week, June 1 to 6, under auspices of the Cotton Textile Institute.



From Phila. Auto Trade Journal

"You wanted an auto radio, didn't you?"

Training Camp Remote

VIA SPECIAL telephone line from Orlando, Fla., Arch McDonald, ace sports commentator of WJSV, is carrying on his nightly sports broadcasts during a trip to the Orlando training camp of the Washington baseball club. He left March 11 and will return about April 1, broadcasting every other day his observations of the team from the studios of WDBO, Orlando. Line charges for the hook-up alone are running about $600, that and Mr. McDonald's other expenses being borne by his sponsor, the People's Drug Co., chain stores. Between his remote talks, his regular period is being occupied by Wells Church, WJSV program manager.

General Cigar Spots

GENERAL CIGAR Co., New York (William Penn cigar) will use one-minute WBS transcription announcements, five days a week, on WHO, KSO and KRNT, Des Moines; WMT, Cedar Rapids; KSCJ, Sioux City. H. W. Kastor & Sons Adv. Co. has the account.

Great Lakes Exposition Planned for Cleveland To Use Radio Promotion

PERSONAL appearances of radio stars at the Great Lakes Exposition are being discussed with several sponsors and their agencies. Broadcasting plans at the exposition, as given by Ralph B. Humphrey in charge of radio, center about Cleveland's Public Auditorium which will be converted into "the world's largest broadcasting studio", since 14,000 can be seated in the main hall. Loud speakers will carry the stage broadcast to the audience within the auditorium which is an integral part of the exposition. The main hall of the building will become "Radioland" from June 27 to Oct. 4, the exposition period, with daily presentations of radio acts from Cleveland's four stations.

The exposition, which starts within two blocks of the heart of the city and extends for about a mile along Cleveland's lake front, was underwritten by a committee of Cleveland business men late in January. More than half of the available exhibtion space has already been taken, with plans under way to increase possible floor space.

Commerce, industry and products of the lake region provide the central theme of the exposition. Among national advertisers who will exhibit are Apex Electric Co., Addressograph - Multigraph, Willard Storage Battery, Timken Roller Bearing, Republic Steel, International Nickel, The Hoover Co., American Rolling Mill Co., Chase Brass & Copper, Osborn Manufacturing Co., U. S. Steel Corp., International Business Machine Co., Standard Oil of Ohio and other firms doing a sectional business.

The automotive industry with which the Lakes region is so closely allied will have its own exhibits in Automotive Building. Hall of Progress will feature public utility displays. The Horticultural Building keynotes both indoor and outdoor horticultural exhibits which will include landscaping for residences. Model homes of various building materials will be shown.

GE Dealer Broadcast

GENERAL ELECTRIC Co. will take time from 11 to noon EST March 30 over more than 60 stations of the NBC to conduct a nation-wide dealer meeting. The broadcast will originate in New York. About 1300 GE dealers will be present at the broadcast in New York, and several thousand others will listen in. Gerard Swope, General Electric president, and other high officials will speak. The musical program will include Richard Bonelli, baritone, the GE concert orchestra of 40 pieces, directed by Harold Levey, and the GE men's and women's choruses of 20 voices each. Maxon Inc., Detroit, is the agency.

Barn Dance in Fifth Year

THE WLS *National Barn Dance* on March 14 began its fifth year of continuous presentation at Chicago's Eighth Street Theatre. In 209 weeks, presenting two shows each Saturday night, the program has played to a total of 449,017 paid admissions.

SHIRTS AFTER COUGHLIN

United Shirt Distributors, Using Sunday Period, Amazed by Success of Direct Selling

LAST FALL, United Shirt Distributors bought the 15 minutes immediately following Father Coughlin every Sunday afternoon on WJR, Detroit. They made it a news broadcast, installing Jimmie Stevenson as commentator. Business was good and the program was maintained solely for its prestige value. No effort was made to sell merchandise.

Retail business in Detroit was bad during January and February. Early in February, out of patience with institutional advertising during dull periods, United instructed its agency, S. M. Epstein Co., Detroit, that henceforth every advertising dollar must pay its own way.

Anxious to keep the program on the air, the agency switched to commercial continuity definitely plugging specific merchandise items. The results were amazing. In many of their Detroit stores and in several of their out-state stores, United Monday business actually exceeded the volume for the preceding Saturdays. Generally speaking, the Monday business was of a more desirable type than that produced on Saturdays by newspaper advertising.

As retail stores go, United has always been a fairly heavy newspaper advertiser. Radio has always been used as a supplementary medium. Based on this experience, however, current plans call for the extensive use of radio this spring. United has 22 stores in Detroit, also stores in Pontiac, Flint, Lansing, Jackson, Monroe and Battle Creek. Several weeks ago they absorbed the Albert Hoefeld chain in Chicago and plan to open additional stores in that city.

Big Department Stores Join In Sponsoring Network Series

Special Hookup to Be Used by Retailers in Several Cities for Morning Program of Famous Artists

A NEW departure in institutional advertising for department stores, the creation of a special radio network linking seven stations with eight department stores in as many cities as cosponsors will be inaugurated March 19 when the first of a series of Thursday morning programs will be carried under the title of *Morning Matinee*. Big name artists will be heard on all of the programs, which will be heard at 9-9:45 a. m. (EST) and which are tentatively scheduled for 13 weeks.

The special hookup comprises WOR, Newark, as key station; WCAE, Pittsburgh; WGAR, Cleveland; WDRC, Hartford; CKLW, Windsor - Detroit; WIRE, Indianapolis, and WNAC, Boston. Since the stations are all members of other networks, it is emphasized by those in charge of the project that this network is entirely special and has no relationship whatever with either NBC, CBS or MBS.

The sponsoring stores are R. H. Macy & Co., New York; Boggs & Buhl, Pittsburgh; May's, Cleveland; Alfred Steiter, Hartford; Kern Ernst, Detroit; Carson, Pirie, Scott & Co., Chicago; L. S. Ayers, Indianapolis, and Jordan - Marsh, Boston. Significantly, Macy's controls WOR, but WNAC is owned by the Shepard interests which also operate the Shepard stores of Boston and Providence.

W. L. Chesman, radio director of Donahue & Coe, New York agency, is handling the account and arranged the special network, for which the sponsors will pay proportionate shares of the cost for time, talent and wires. The first show features Ben Bernie and his orchestra and Gladys Swathout, with Nellie Revell as master of ceremonies. Each week the orchestra and guest star will be changed, Vincent Lopez with Vivian Segal being scheduled for March 26, Henry King and Irene Rich for April 2 and Jack Denny's orchestra for April 9.

Talent cost, it is disclosed, will be apportioned according to radio set distribution in the various communities. Though the program is largely institutional, with the partial object of attracting tributary purchasers into the cities to buy at the sponsor stores, there will be three 1½-minute station breaks in each program, or one every 15 minutes, for the commercials. Each store will broadcast its own commercials from its local station.

According to Mr. Chesman, the idea behind the program is to bring top-notch talent to the support of department stores without resorting to transcriptions. He indicated that other stations and additional sponsors may be linked to the hookup later.

Egg Dye on 38 Stations

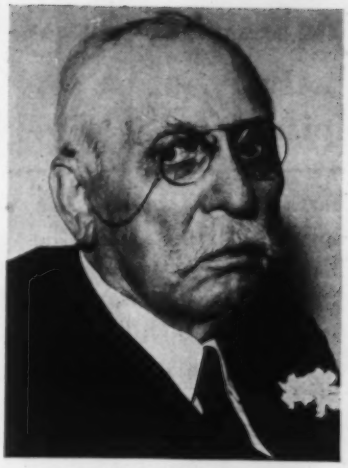
FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand Easter egg colors) will promote their products on 38 stations in a concentrated drive the week before Easter, April 5-11. The sponsor will use 100-150 word live announcements four times during the week between the hours of 4-6 p. m. One exception to this schedule is KGU, Honolulu, where the announcements will be broadcast 6 times. Stations are KFPW, KFI, KGO, KOA, WOL, WFLA, WSB, WLS, WIRE, KFH, WHAS, WWL, WBAL, WNAC, WJR, KSTP, KMBC, KSD, WOW, WNEW, WKBW, WMCA, WHAM, WSOC, WCKY, WHK, WKY, KOIN, WFIL, WJAS, WDOD, WMC, KRLD, KTRH, KDYL, KJR, WISN, KGU. Menken Adv. Inc., New York, placed the account.

Seventh Day Adventists

SUCCESS of its one - time effort on the Inter-City Group March 8 has led the Seventh Day Adventists, Tacoma Park, Md. (church), through John Ford of Washington, to contract direct with Inter-City for a new 52 - week series. The entire Inter - City network, with the exception of WCBM, Baltimore, has been signed, the program to originate at WOL, Washington, and to be heard Sundays, 10:15-10:30 a. m.

Western Electric Earnings

NET INCOME of $2,620,279, or 44 cents a share, was reported for 1935 by Western Electric Co. Inc., comparing with a loss of $7,751,548, according to the company's consolidated statement for last year. Total net sales rose from $91,807,396 in 1934 to $105,416,801 last year, of which $97,554,415 consisted of net sales to Bell Telephone companies.



MR. INSULL

True Story to Sponsor Over Inter-City and MBS

MacFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) will take over the *Good Will Court* now heard on WMCA and sponsor it on a combined Inter - City and MBS network, starting June 2. The program will be keyed from WOR, and heard Tuesdays 10 - 10:30 p. m. Heretofore the program has been a 45-minute sustaining.

The *Good Will Court* presents members every day life who tell of their experiences and tribulations before judges from the New York Courts. A. L. Alexander, originator of the broadcast, serves as master of ceremonies and also acts as censor to see that nothing offensive is broadcast. The judges never attend any of the previous meetings between the persons to broadcast, who are anonymous, and Mr. Alexander. It is also understood that the NBC *Court of Human Relations* will be cancelled when the new series takes the air. The *Good Will Court* is said to have a very large listening audience in the New York Metropolitan area. Ruthrauff & Ryan Inc., New York, has the account.

ANOTHER FELLOW'S VIEWPOINT

Radio and Newspaper Executives Promote Each Other's Medium at Los Angles Advertising Forum

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, and Charles Arnn, advertising manager of the *Illustrated Daily News*, spoke before the Friday Advertising Forum of the Los Angeles Advertising Club Feb. 28, the speakers trading subjects with Mr. Haverlin talking on newspaper advertising, and Mr. Arnn on radio advertising.

Here is what Mr. Arnn said about radio:

Radio is a prime means of entertainment. It not only gets into the home, but travels with the automobile.

Radio is the most dynamic medium of the day. It is a quick and flexible medium. The advertiser can change his appeal almost up to the minute of broadcast. Radio creates no antagonism as does the editorial policy of many newspapers.

Radio gets into the home when the family is in a mood to buy.

Through constant repetition, a name or a message may make a stronger appeal through the ear than through the eye.

Radio is unequaled as a medium for reaching the child.

Radio does not give the advertiser "editorial" support because it has learned from the newspaper that it is a thing very much to be avoided.

TIE-IN stickers help to merchandise the "Drive Safely" programs on WFBL, Syracuse, sponsored by the Bresee Chevrolet Co. Stickers read "'Drive Safely' with Chevrolet. Tune in WFBL 5 p. m. every Monday, Wednesday and Friday." They are distributed from the Bresee show rooms and are used on the windshields of all dealer cars.

New Insull Chain With 17 Stations To Start in April

Program Schedules Planned As Lineup Is Completed

INAUGURATION of the Affiliated Broadcasting Co. as a new regional network of 17 stations in the Midwest will take place between April 15 and May 1, according to a formal statement issued by Samuel Insull, president of the project and former Chicago utility magnate, from his radio headquarters in the Civic Opera Bldg., Chicago. Mr. Insull asserted that the hookup will comprise the following stations:

Wisconsin — WRJN, Racine; WCLO, Janesville; WHBY, Green Bay; WOMT, Manitowac; KFIZ, Fond du Lac; WHBL, Sheboygan.

Indiana — WWAE, Hammond; WTRC, Elkhart; WLBC, Muncie; WBOW, Terre Haute; WEOA, Evansville.

Illinois — WCLS, Joliet; WJBL, Decatur; WTAX, Springfield; WHBF, Rock Island.

Minnesota—WDGY, Minneapolis.

Missouri—WIL, St. Louis.

Completion of this lineup of stations, said Mr. Insull in his statement, will permit the ABC staff to devote its main energies now to the development of program schedules. Vice president in charge of operations of the new network is Ota Gygi, former concert violinist and theatrical producer, who was associated with Ed Wynn in the Amalgamated Broadcasting System network in the East.

New York Office Opened

GEORGE ROESLER, one - time commercial manager of KOIL, Omaha, and recently head of his own organization of station representatives, has joined ABC as national sales manager. In addition to his Chicago office, Mr. Roseler announced the establishment of a New York office at 60 E. 42d St. and a Detroit office in the New Center Bldg.

Malcolm Eagle, formerly with Keith and Orpheum as an artists representative and recently program director of WCFL, Chicago, will be production manager, and Max Halperin, formerly with WFAA-WBAP, Dallas-Fort Worth and former Chicago manager of *Variety*, is program manager.

Chief engineer is Frank Golder, formerly with Southwest Broadcasting System and recently technical director of the Colorado Network. Mr. Golder reports that the central studios are now practically complete, with RCA equipment on order to be delivered late in March. Sales promotion manager is Gene Fromherz, formerly with First United Broadcasters, and publicity director is Bruce Robertson, one-time editor of *Broadcast Advertising*.

According to early press reports, friends of the former utility magnate are backing him in the new enterprise, in which he was first interested by Mr. Gygi. One of Mr. Insull's colleagues is Eustace J. Knight, who holds the office of secretary - treasurer, and who was formerly connected with the banking and accounting ends of the utility industry.

The Folger System—A Coffee Formula

Using Radio Extensively, Midwest Concern Dominates Its Territory Despite Its Relatively High Price

By BRUCE ROBERTSON

FOLLOW FOLGER for sales success! Alliteratively speaking, this motto has much merit in it. Ask any Midwesterner—especially if he's in the coffee business! That's the business that Folger is in and the name is so well known in that market, and other markets, that it needs no introduction. Folger has followed the radio trail in its spectacular journey to the No. 1 position in its territory, and Hill Blackett, president of Blackett-Sample-Hummert, divulges a few of the secrets of Folger's successful merchandising methods.

"IT's a system."

That description of the way J. A. Folger & Co., Kansas City, uses radio to promote consumption of Folger's coffee comes from Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency through which the Folger advertising is placed. And, as Mr. Blackett will gladly tell you, it's a system that really works, for Folger's is the dominant brand in its territory—from the Mississippi to the Rockies — despite its relatively high price. Let's take this system apart and see what makes it click.

First, the program itself. Its title is *Judy and Jane*; its content a serial story of the adventures of these two girls who met in a five-and-ten-cent store during the first broadcast away back in February, 1931. Jane, who carries the love interest, is a sweet, simple girl from the South. Judy, wise-cracking, sophisticated product of the big city, supplies the comic relief.

The Formula

SINCE their first meeting the girls have formed a sister act, toured in vaudeville, and broken into the movies. Jane has traded her career for marriage and motherhood. Judy remains in pictures, her position constantly endangered by the well-meaning but bungling efforts of her Micawberesque press agent, who is also her boy friend. Written by Carl Buss, scenario writer for Paramount, the story follows the time-tested formula of feminine fiction: "A smile, a tear, a problem, and a happy ending."

The program is broadcast each afternoon except Saturday and Sunday for a quarter-hour period as near to 2 o'clock as can be obtained, in order to reach the maximum women's audience. To match the product's distribution, through retail groceries, major metropolitan stations throughout the Midwest are used. The broadcasts were launched over a CBS hookup, switched to NBC the following year, and are now being transcribed and placed individually with the stations, both changes being due to the difficulties of obtaining time on a split network.

The broadcast year has been 30 weeks, the program going off the air each spring when some of the cities shift to daylight saving time while the others remain on standard time. Whether the change from networks to transcriptions will have any effect on this policy has not yet been determined.

The return of *Judy and Jane* to the air each autumn is heralded by a series of one-minute announcements over each station included in the campaign. Small advertisements on the radio pages of newspapers in those cities are also used, and publicity stories and pictures are sent to the radio editors, who are usually glad to tell their readers of the return of this outstanding feature.

The first broadcast of the fall also inaugurates an "audience builder" contest, which offers cash and premium prizes to the winners but which does not call for any proof of sale to accompany entries. These contests have proved to be valuable aids in rapidly increasing the size and interest of the program's audience, and are undoubtedly a major factor behind the serial's Crossley rating of 12.1, which is remarkably high for a daytime show.

Incidentally, Mr. Blackett has a question that some other user of premiums may be able to answer. When the 500 bud vases that were used as premiums on last fall's contest were distributed, 420 of the recipients sat down and wrote "thank you" letters to the sponsor. "Why is it," he asks, "that while we always get a lot of letters thanking us for merchandise awards few ever thank us for a minor cash prize?"

Another Contest

AS THE plot builds up toward a climax and interest is at its height a second contest is launched, this time requiring listeners to send in the star from a Folger label with each entry. Two or three contests of this nature are conducted each year, and another goodwill contest, like the opening one requiring no proof of sale, is used in the spring just before the program signs off for the summer.

Sometimes the contests are tied up with the plot of the story. When Jane became the mother of twins listeners were asked to name the babies. This, by the way, inspired one of the largest responses to date from any contest in the series, although the awards were the same as for the others: Cash prizes of $250, $50, $25, and $10, and 1000 merchandise awards.

Other contests are connected with the product rather than the story, as the latest one, which asked for letters on the question: "Which kind of Folger's coffee do you prefer, the regular or the drip grind?" To actuate response the answers were then separated according to preference and duplicate awards were decided on, one complete set to those who favor the regular and a second complete set to those voting for the drip grind.

Every effort is made to merchandise these contests to the fullest degree. For example, in the recent contest the merchandise awards were 1,000 pairs of Admiration hosiery, a natural tieup as the distribution of these stockings coincides almost exactly with that of Folger coffee. The makers of the hosiery took advantage of this connection with such a popular radio feature by offering prizes to their dealers for the best window displays tieing up with the contest. This meant that the Folger name and stacks of tins of Folger coffee were being displayed against a background of hosiery in the unusual and hence attention-compelling settings of dry goods and department store windows. Returning the compliment, Folger's have made ample use of pictures of shapely maidens modeling Admiration hosiery in their own counter and window displays, which are equally attention-compelling, if somewhat incongruous, amid their grocery store surroundings.

Well, it seems to be a system, all right, but how does it work? Here's one question that Mr. Blackett can answer without hesitation. "Sales of Folger coffee for 1935 were more than 40% ahead of 1934," he says, "and this in the face of a decline in coffee sales for the entire industry. This is the best year in Folger history."

El Paso Grant Recalled; Three Denied New Grants

RECONSIDERING its action of Feb. 21, granting Dorrence D. Roderick, publisher of the *El Paso Times*, authority to erect a new full-time 100-watt station in that city to operate on 1500 kc., the FCC Broadcast Division on March 3 ordered the case set for hearing at a date to be fixed. Counsel for KTSM, El Paso, opposed the grant, and presumably will appear at the hearing in opposition.

The Broadcast Division on March 10 also denied applications for new stations sought by William S. Thellman, in New Castle, Pa., seeking 100 watts day on 1420 kc.; E. L. Clifford, Pottsville, Pa., seeking 250 watts day on 580 kc., and Carter Wolfe, Mansfield, O., seeking 50 watts night and 100 day on 1370 kc. In each case the examiner's recommendation was sustained.

JOHN SHEPARD, 3d, president of Yankee Network, observes his 50th birthday March 19.

New Series Signed For Spring Season

Big General Mills Account Goes To CBS; Sponsors Shifting

THE APPROACH of the end of the first quarter found major networks signing a number of new accounts, renewing others and making changes in existing schedules. Changes in network lineups as BROADCASTING went to press follow:

General Mills Inc. on June 1 will start a full hour program, five days a week, on CBS, using 38 stations for 52 weeks, said to be the largest daytime contract ever signed on any network. Products to be promoted are not specified. The 10-11 a. m. period will be used, Mondays through Fridays, with repeat for the West Coast at 1 p. m. Blackett-Sample-Hummert Inc., New York, has the account. Complete program plans probably will not be announced until May.

Sterling Products Co., New York (Phillips dental cream) on May 26 will bring Abe Lyman and orchestra to the NBC-WJZ basic network, Tuesdays, 9:30-10 p. m. with the *Melodiana* program now sponsored on CBS by Sterling. Blackett-Sample-Hummert Inc., New York, placed the account.

Studebaker Shifts

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) returns April 28 to an NBC-WJZ network, Tuesdays, 10-10:30 p. m., with Richard Himber's orchestra. The program now is on CBS but is to sign off that network early in May. Roche, Williams & Cunnyngham Inc., Chicago, is the agency.

Lady Esther Co., Evanston, Ill. (cosmetics) will start its first MBS program March 15, Sundays, 6:30-7 p. m., on WGN, WLW, CKLW, WFIL, WCAE, WBAL. WOR will be unable to carry the program until a later date due to present commitments. Wayne King's orchestra will be the talent. The program is scheduled to replace the present CBS series. Stack-Goble Adv. Agency Inc., Chicago, is the agency.

Gruen Watch Maker's Guild, Cincinnati, on March 31 renews on 4 MBS stations, Tuesdays and Saturdays, 7:45-8 p. m. A musical program is being considered, it is understood. At present the program is titled *Washington Merry-Go-Round*, with Robert Allen and Drew Pearson as commentators. Whether they will be retained, along with the program name, is not known. De Garmo Corp., New York, has the account.

The Pepsodent Co. on April 3 will drop the *Al Pearce Gang* Friday night program on an NBC-WJZ network, as well as the Monday program. (See earlier story on network delete on page 39.)

New Station Granted

A NEW STATION in Redding, Calif., was authorized March 3 by the FCC Broadcast Division, which granted the application of the Golden Empire Broadcasting Co. for assignment on 1200 kc., with 100 watts, unlimited time. The order, sustaining the recommendation of Examiner Dalberg, becomes effective April 21.

WREN

Centrally
Located to
Serve the Entire

Kansas City, Topeka and St. Joseph Markets

INCLUDING THESE 11 IMPORTANT CITIES

11 cities with a population of 761,535... Kansas City, Mo., Kansas City, Kas., St. Joseph, Mo., Topeka, Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Manhattan and many smaller towns as well.

INCLUDING OVER 1,500,000 FARM POPULATION

In Iowa, Missouri, Kansas, Nebraska, and Oklahoma... No radio station offers so excellent an opportunity to sell this major farm and livestock market together with the metropolitan areas of Kansas City, Topeka and St. Joseph.

ONLY *NBC* BLUE NETWORK OUTLET BETWEEN DENVER AND ST. LOUIS

Please address all communications to The WREN Broadcasting Company, Inc. WREN Building, Lawrence, Kansas.

Transmitter now located 18 miles west of Kansas City. Main offices and studios are in the WREN Building, Lawrence, Kansas.

Buffalo Bank Uses Radio Successfully

Announcements Draw Business and Convince Bank That Radio "Is a Medium That Earns Its Own Way"

By JOHN N. GARVER

Vice President Manufacturers & Traders Trust Co., Buffalo, N. Y.

TO ATTEMPT accurately to appraise the benefits that are to be derived from radio advertising brings us face to face with the same immeasurable quantities that we meet in trying to set a fixed value on any type of advertising. The Manufacturers & Traders Trust Co. is now using radio advertising daily and has used it daily for the last four years.

We have a number of announcements throughout the day and night on each of the three stations operating in Buffalo and we feel that we are benefiting from the expenditures for this service which now absorbs a large part of our advertising budget.

We have been fortunate, we believe, in the broadcasting arrangement we undertook with radio station WBEN nearly four years ago, when we originally began to use consistently this type of advertising. Through this arrangement we sponsor time signals that are sounded each half hour. We have been the sponsors of this time service since its origin on the station and have through announcements and through supplementary newspaper advertising and newspaper stories definitely associated the bank with these signals in the minds of the radio listeners. As this station is now rated as having the largest listening audience, the bank is definitely placed in the minds of these people.

Varied Announcements

OF COURSE our sponsorship of the time service is now mentioned only incidentally in the numerous Manufacturers & Traders Trust Co. announcements that are made throughout the day and evening on this station. On the other two stations we use straight short announcements of the bank's services.

During the evening hours the announcements on all of the stations are limited to 20 words and presented between national network programs when the largest listening audiences are to be found. They are not presented in conjunction with the announcements of other advertisers but in each instance during the evening are the only announcement of a commercial advertising nature to be presented. Therefore, they do not go to the listener as one of a great group of advertisements that he is not eager to hear but are presented briefly and in a fashion not to annoy.

Being presented daily the announcements must be varied and fresh. We have developed a plan for rotating them so that the same announcement is not repeated except at very infrequent intervals. Each phase of the bank's activities has been covered in the announcements with those of a seasonal nature such as travel, safe deposit services, etc., obtaining the greatest number of announcements at the period of the year when those services are most saleable.

We feel that the method we are using is the best means of radio advertising now available to us. It does not put us into competition with the very attractive network programs but rather makes them complementary to our announcements. We receive the benefits of the large listening audiences attracted by the featured performers and in presenting bank advertising we are offering when we sponsor the time signals, a service that is desired by the listener.

We know definitely that some business has developed through the use of radio advertising. The services of the bank have been used by people who have told us that they selected the Manufacturers & Traders Trust Co. because of some announcement on the radio. We are sure that we reach a large percentage of the total population of the section we serve through this medium daily and that we are placing our message before them when they are in a receptive mood to receive it. These factors convince us that for mass coverage radio broadcasting of the type we are now doing has many advantages and is a medium that earns its own way.

* Text of article in February issue of "Financial Advertisers Association Bulletin".

Commercial Announcements Used by M. & T. Co.

"KEEP your estate safeguarded. Conservative policies dominate the administration of estates entrusted to the Manufacturers & Traders Trust Co. For legal requirements, consult your attorney."

"Open a checking account at the Manufacturers & Traders Trust Co., an institution dedicated to the growth and progress of Western New York."

"Travelers' checks provide complete financial protection at a surprisingly low cost. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices."

"Travelers' checks mean complete financial protection on your trip. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices."

"Travelers' checks may be secured at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices. When traveling, they provide complete financial protection at a low cost."

Campaign for Advertising

CY WHITAKER, sales manager of MacGregor & Sollie Inc., San Francisco transcription producers, has been appointed chairman of the Non-Advertisers Committee of the San Francisco Advertising Club. The committee will conduct an intensive campaign for the balance of the year to educate all forms of business, large and small, which have never used advertising, as to its value. All media will be stressed. On the committee with Whitaker are Harold Deal, advertising manager, Associated Oil Co.; Wilmot Rogers, advertising manager, California Packing Corp., and Walter Held, advertising executive, Standard Oil Co., all radio users.

KELLOGG SPONSORS CORN BELT SERIES

CORN BELT Wireless Network, newly-formed regional network of Midwestern stations keyed from WHO, Des Moines, with other stations picking up and rebroadcasting its programs, got off to a good commercial start March 9 with the signing of Kellogg Co., Battle Creek, Mich. (cereals) for a daily except Sunday half-hour program featuring *Gene & Glenn*, comedy team.

The program is heard from 8 to 8:30 a. m., the sponsor taking up a locally built feature which has been highly popular in Des Moines and the farm belt. *Gene & Glenn* have been with WHO exclusively for some months, having started over WTAM, Cleveland, and having formerly been featured on sustaining and commercial programs on NBC networks. N. W. Ayer & Son, New York, placed the account.

The Corn Belt Wireless Network was organized by J. O. Maland, manager of the Des Moines 50,000 watter. The big station's program are "fed" to special receivers, without the use of wire lines, to WOC, Davenport; KOIL, Omaha; KFAB, Lincoln; KMBC, Kansas City; KMA, Shenandoah; WNAX, Yankton, and KFJB, Marshalltown.

Kellogg on West Coast

KELLOGG Co., Battle Creek, Mich. (cereals) will begin a new series of variety shows over the NBC-Pacific Red network on March 26, Thursdays, 9:15-9:45 p. m. (PST). Eight stations will be used. The program will be called *Hollywood Talent Parade* and will bring before the microphone youthful talent of the movie capital. Only those who have appeared in pictures but have not had any amount of public attention will be used. Ben Alexander will serve as master of ceremonies. The program is not an amateur hour. N. W. Ayer & Son Inc., New York, is the agency.

LEADING orchestras are heard on MBS Saturday nights to 2:30 a. m.

Mr. Fixit Proving Able Salesman for Old Judge Coffee

A LETTER date-lined Bergen, Norway, Jan. 26, and addressed to Mr. Fixit, WIL, St. Louis, reads as follows:

Bergen, Norway. Jan. 26/1-36
Mr. Fixit, at W. I. L.,
St. Louis, Mo. U. S. A.

Dear Mr. Fixit.

I want to know about this old judge coffee and tea that the Olympic Games teams, that is travelling in Norway, are allways asking for. We serve them coffee. Then we try tea; no, no again. I write you say where we can get this old judge stuff. We want to please the American boys so much as we can. The leader of team, Mr. Lervecker, gave me your address, so if you will be so nice to tell us if we can get this old judge some place in Norway, we would thank you so much if you write Monrad Bendixen.

Rosenberggt. Bergen, Norway.

P. S. Some day we shall all go to America and see you. Thanks you.

But while every radio advertiser likes to carry letters like this around in his pocket to show to his friends, officials of the David G. Evans Coffee Co. St. Louis, are a lot more interested in the flood of letters postmarked in and around St. Louis that daily descends on their radio spokesman, who recently entered his fourth year under their sponsorship.

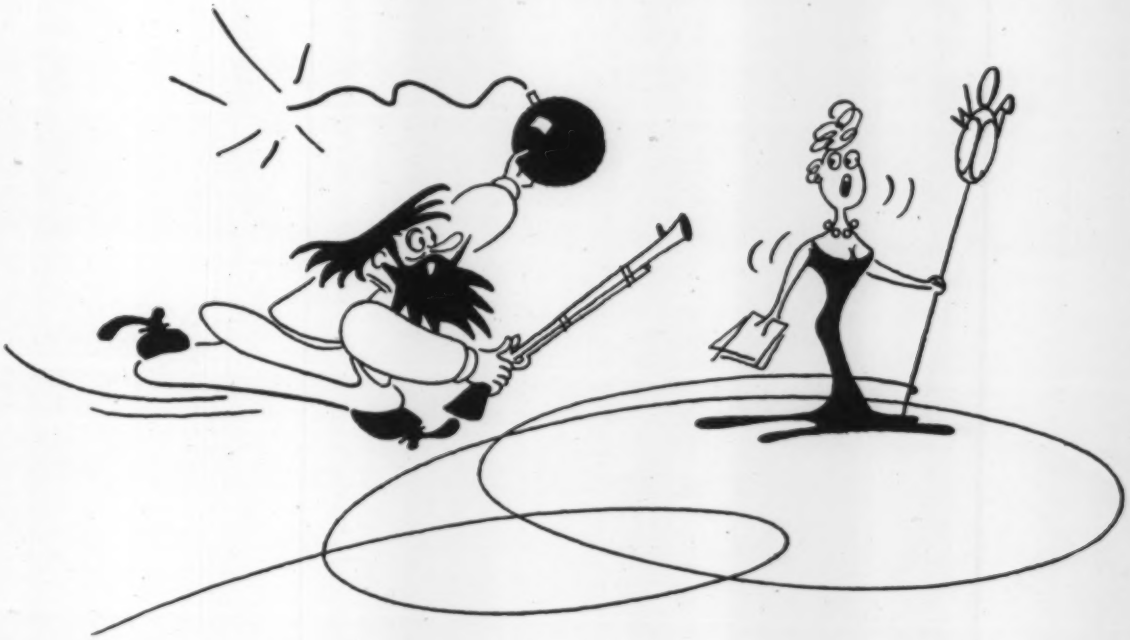
All Sorts of Problems

THESE letters, every one containing one or more questions for Mr. Fixit to answer, come from people in every walk of life, of every age. Children who want help with their homework, citizens who want help with their income tax forms or information about city ordinances, people with problems of the most personal nature, kind-hearted souls who want to know what to feed the birds during winter, everyone and anyone writes to Mr. Fixit.

A mother whose daughter was killed in an accident remembered that more than a year before the child had been photographed by a wandering photographer who snapped children sitting on his pony and later tried to sell the prints to their parents and asked Mr. Fixit to find the man so that she might now get a picture. Mr. Fixit found him.

A girl wanted to join a soft ball team. Mr. Fixit told her where she could find one. Many letters request information about civic or national matters. Mr. Fixit goes to the proper authority and gives official answers. Only about medical matters is he silent, always advising the questioner to consult a physician.

Mixed in with his answers are announcements of important meetings and gossip about well-known political and civic figures, as well as informal commercials for Old Judge Coffee, often quoted from letters from listeners. As an entertainer Mr. Fixit occupies somewhat the same position as that of a popular newspaper columnist. As a salesman—well, two years ago Christmas time his sponsor offered a calendar to any listener sending in a coupon obtained by purchasing three pounds of coffee and got 23,000 coupons in ten days, when the offer had to be discontinued because there weren't that many calendars on hand.

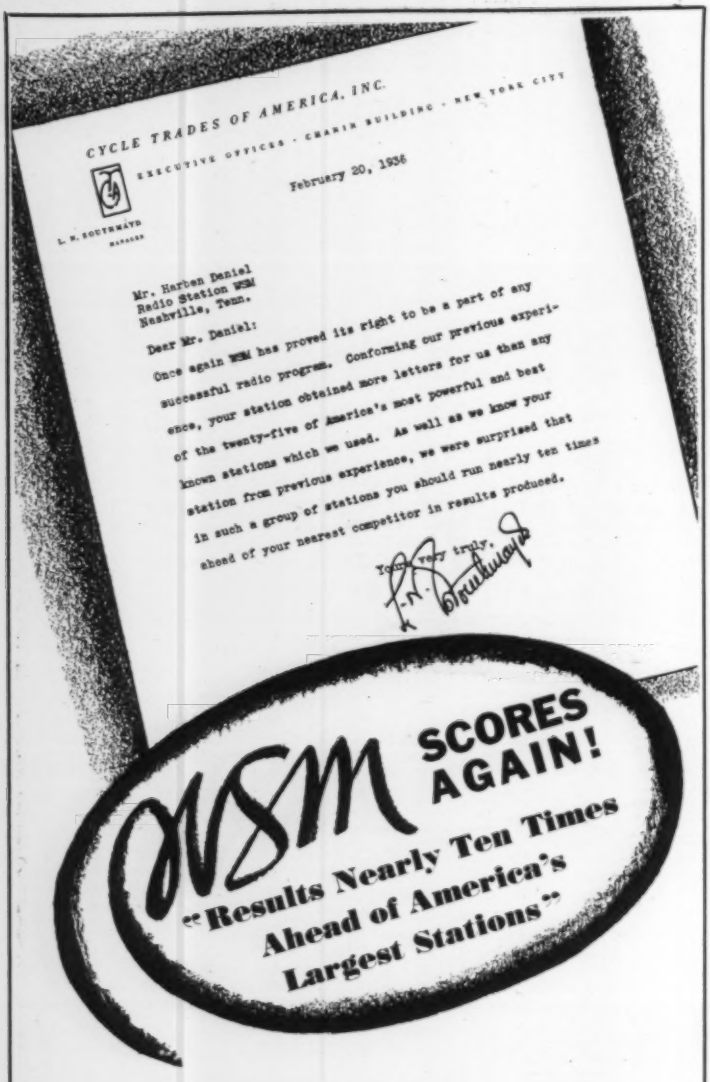


WE'RE RADICALS . .

when it comes to programs

Four years ago WOR tossed a bomb into program production • It's still popping • It was a radical gesture — station-tested programs, a guaranteed audience — timed to meet a long felt need among agencies and advertisers • It now fills a greater one • Designed for advertisers eager for immediate results at low cost, it now offers both, plus the wealthiest market on earth • Our station-tested programs create good moods; good moods make good buyers • Good buyers, we have found, have a delightful tendency to forget there's a drawstring on their collective purse.

WOR


CYCLE TRADES OF AMERICA, INC.
EXECUTIVE OFFICES - CHAMIN BUILDING - NEW YORK CITY
L. N. SOUTHWAYD
MANAGER
February 20, 1936
Mr. Herbon Daniel
Radio Station WSM
Nashville, Tenn.
Dear Mr. Daniel:
Once again WSM has proved its right to be a part of any successful radio program. Conforming our previous experience, your station obtained more letters for us than any of the twenty-five of America's most powerful and best known stations which we used. As well as we know your station from previous experience, we were surprised that in such a group of stations you should run nearly ten times ahead of your nearest competitor in results produced.
Yours very truly,
L. N. Southwayd
WSM SCORES AGAIN!
"Results Nearly Ten Times Ahead of America's Largest Stations"

● **For the Cycle Trades of America, Inc., nearly ten times the results of our nearest competitor. And those competitors were the twenty-five most powerful and best known stations in America! Conclusive proof, this letter, that WSM offers one of the nation's most responsive markets for *your* product.**

Ask your dealers and jobbers about WSM's Sales Influence in the South!

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

Prall Reappointed As FCC Chairman

Holds Post Another Year Under Order Issued by President

Mr. Prall

ANNING S. PRALL, of New York, will remain as chairman of the FCC and as a member of each of its three divisions for another year at least, following his reappointment to the presiding office by President Roosevelt.

Reaffirming his confidence in the former New York Congressman, the President on Feb. 28 signed the order continuing him in the chairmanship for another year from March 11. By so doing Mr. Roosevelt automatically spiked efforts of several FCC members to have the chairmanship rotate annually, as is done on the Interstate Commerce Commission and the Federal Trade Commission.

Equally significant, however, is the fact that Mr. Prall was renamed in the face of the bitter criticism of his conduct both direct and by innuendo from George H. Payne, Progressive Republican member of the FCC from New York and a member of the Telegraph Division. It had been indicated in high circles that Mr. Payne would not be reappointed when his present term expires next July 1 and several candidates already are in the running for the impending vacancy.

Division Membership

A PERSONAL feud between Mr. Prall and Mr. Payne has been seething for months. In the inner circles of the FCC it is known that they do not speak except on official business in the formal meetings. Mr. Payne, while a member of a division that has nothing to do with broadcasting per se, has injected himself in the broadcasting scene on frequent occasions and has made a series of college speeches on broadcasting. All of them have been in a critical vein.

When the FCC was created in July, 1934, Judge E. O. Sykes became its chairman. He was succeeded on March 11, 1935, by Mr. Prall, and exchanged places with the latter by becoming chairman of the Broadcast Division. The law specifies the FCC chairman shall be named by the President.

How far the movement for rotation of the chairmanship had proceeded is problematical. In any event, had it been instituted, Norman S. Case, vice chairman of the Broadcast Division, would have succeeded to the chairmanship, it is believed. Col. Thad H. Brown, however, was next in line by seniority. Judge Sykes received a seven-year appointment, and Mr. Prall was reappointed last July for seven years.

Immediately upon the assumption of Mr. Prall to the FCC chairmanship a year ago, he launched a campaign to have broadcasters "clean house" by eliminating programs of a questionable character. While the actions were drastic, it is generally considered that much good accrued from the effort.

With Mr. Prall's reappointment as chairman the status quo evidently will be retained, for the time being at least, insofar as assignment of members to particular divisions is concerned. The FCC majority is in the hands of the Democrats, who have four places, with the Republicans holding three.

Even when Mr. Payne's term expires July 1, no change in assignments is indicated. His successor, assuming there will be one, probably will simply replace him on the Telegraph Division.

Thus far the only known candidates for the post are Harold A. Lafount, former Radio Commissioner a Utah Republican, and Former Judge John C. Kendall, of Portland, Ore., an attorney who is well-known in radio. [See March 1 issue]. The recommendations of Western Senators probably will have much to do with the filling of the vacancy. They have protested vigorously over the absence of a Western member on the FCC. The place must be filled by a man belonging to a political party other than Democratic, since under the law not more than four commissioners may be of the same political faith.

Prall Statement

CHAIRMAN PRALL, upon his assumption of the FCC chairmanship for a second year on March 11, made the following statement:

"Naturally, I am gratified over my reappointment by President Roosevelt to serve as Chairman of the Commission for another year. It will be my constant effort to justify his trust in me by acquitting my office in the best interests of the people of the United States.

"In appraising the work of the Federal Communications Commission it should be kept in mind that, except for radio, the Commission has undertaken an entirely new work. It is breaking new ground in the regulation of telephones and telegraphs. Of necessity, this work has been slow and arduous. The Commission was desirous of avoiding mistakes that might result from undue haste.

"The Commission has not been infallible. It may have made errors of judgment but, I am confident, if it has made any they are inherent in the functioning of any new organization and it will profit by them in its future work."

Missourians Withdraw

COINCIDENT with the voluntary withdrawal of the application of Lester E. Cox and R. C. Coshorn, organized as the Capitol Broadcasting Co., for a new 500-watt daytime station on 920 kc. in Jefferson City, Mo., the *Jefferson City Capital-News* and *Post-Tribune* filed application with the FCC March 9 for a new 100-watt daytime station there on 1310 kc. At the same time it was announced that the FCC at applicant's request has also dismissed the application of Springfield Newspapers Inc., Springfield, Mo., for a new 1,000-watt daytime station there on 790 kc. Station WOS, state-owned part-time regional broadcaster in the Missouri capital, will shortly relinquish its broadcasting license in favor of a police shortwave station.

KOA is the only station with the power to sell the vast area which constitutes the Rocky Mountain region. Its prestige and its record of results have established it as a "must" for spot advertisers.

KOA · DENVER

50,000 WATTS

One of NBC's Managed and Operated Stations

Merchandising Notes

Soup and a Dare—For the Irish—Consolation Prizes—Poems for Kids—Walking Weather Prophet

ON MARCH 2, Campbell Soup Co., Camden, through Harry F. Jones, advertising manager, made this dare in a letter to CBS:

"Would there be any merit in shooting out a circular, a folder, or something of the kind suggesting to a thousand key men on your mailing list that they can check *in advance* on the sales efficiency of radio? A new soup, Campbell's scotch broth, will receive its first national publicity over the *Hollywood Hotel* program March 6.

"We are so certain that the results are going to be close to the sensational side that we believe you can safely suggest to your mailing list that they take the trouble—or have Mrs. Mailing List take the trouble—to check sales in the grocery stores where they deal. Scotch broth will be mentioned in one-third of the commercials of *Hollywood Hotel* for a period of at least six weeks.

"The *Hollywood Hotel* program has shown it can get a nationwide response and get it quickly. The new Campbell's scotch broth is a great soup! Perhaps others may like to watch with us what happens from March 6 on."

So CBS took the dare and issued a pamphlet titled *Born March 6th*, with the subtitle "Here's a CBS success-story BEFORE IT HAPPENS."

* * *

SHAMROCK - DECORATED broadsides carrying the slogan "Celebrate St. Patrick's Day with Ray Dooley" have been sent to all jobbers and dealers of the Elgin National Watch Co. to promote the inaugural broadcast of Elgin's spring campaign, on March 17. The new service, which will be on a 58-station NBC-WEAF network, Saturdays, 10-10:30 p. m., will continue until the middle of June and will have as its theme the thought that an Elgin watch makes a very acceptable graduation present.

Talent was selected for its double-barrel appeal, Benny Goodman and his swing band to keep the collegians and high-school students interested, and Ray Dooley and Eddie Dowling, long-time vaudeville favorites, to hold the interest of mother and dad. With this setup Elgin hopes to repeat the success of last fall's preChristmas campaign, which pulled more than 25,000 votes for an All-American football team, although no inducements were offered to listeners for voting. J. Walter Thompson Co., Chicago, is in charge of the campaign.

* * *

ALL CONTESTANTS in the Remington Rand *March of Time* prize contest who did not win money or merchandise prizes received a consolation gift, a leather key container (with a paper key inside with the inscription "this space reserved for the key to your Remington noiseless typewriter") and a certificate which entitled the recipient to use for ten days, absolutely free and without obligation, a Remington noiseless portable typewriter. The free offer is good until June 30, 1936.

MORE than 271,000 requests for calendars followed a one-time offer on the Edgar A. Guest *Welcome Valley* program on an NBC-WJZ network, sponsored by Household Finance Corp., Chicago. Charles Daniel Frey Co., Chicago, is agency.

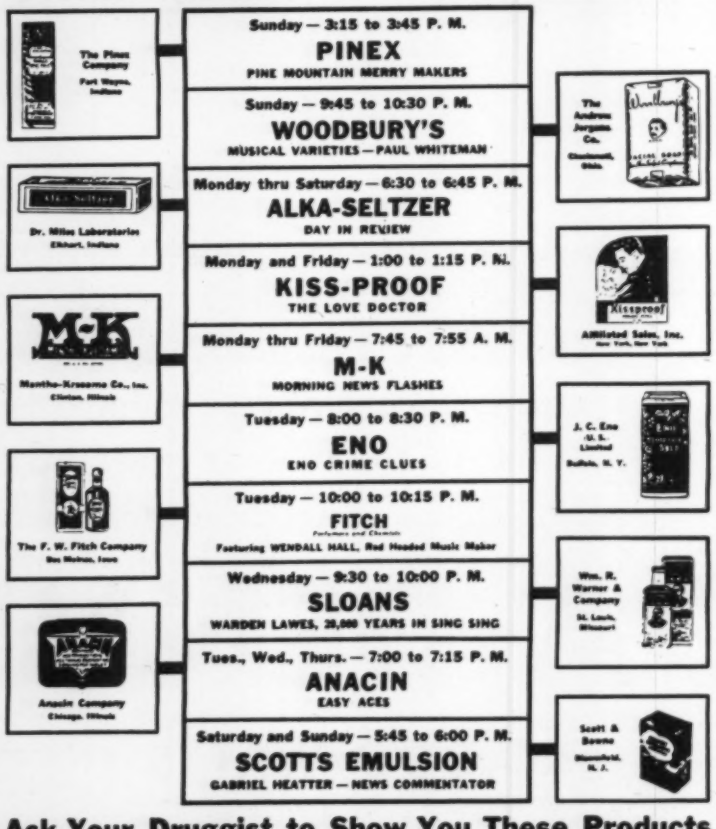
* * *

SOME 27,000 tickets, similar to theatre tickets, were distributed by WBIG, Greenboro, N. C., recently promoting the new five-times-a-week *Diary of Jimmie Mattern* program, sponsored by the Pure Oil Co. of the Carolinas.

GENERAL MOTORS Corp., sponsoring the General Motors Symphony concerts broadcast over the NBC - WEAF network each Sunday, announced, during the guest conductor appearance of Arturo Toscanini, that each listener could have for the asking a special Arturo Toscanini booklet tracing the career of the famous conductor and also a copy of the talk given by Alfred H. Swayne, vice-president of General Motors, paying tribute to the musical celebrity.

On March 9, with the West Coast still to be heard from, over 10,000 requests had been received. The announcement was made only once during the program.

The company announced on its March 8 program that requests for its safe-driving pamphlet, promoted only by radio, had exceeded five million.


Sunday — 3:15 to 3:45 P. M.
PINEX
PINE MOUNTAIN MERRY MAKERS
Sunday — 9:45 to 10:30 P. M.
WOODBURY'S
MUSICAL VARIETIES — PAUL WHITEMAN
Monday thru Saturday — 6:30 to 6:45 P. M.
ALKA-SELTZER
DAY IN REVIEW
Monday and Friday — 1:00 to 1:15 P. M.
KISS-PROOF
THE LOVE DOCTOR
Monday thru Friday — 7:45 to 7:55 A. M.
M-K
MORNING NEWS FLASHES
Tuesday — 8:00 to 8:30 P. M.
ENO
ENO CRIME CLUES
Tuesday — 10:00 to 10:15 P. M.
FITCH
Featuring WENDALL HALL, Red Headed Music Maker
Wednesday — 9:30 to 10:00 P. M.
SLOANS
WARDEN LAWES, 20,000 YEARS IN SING SING
Tues., Wed., Thurs. — 7:00 to 7:15 P. M.
ANACIN
EASY ACES
Saturday and Sunday — 5:45 to 6:00 P. M.
SCOTTS EMULSION
GABRIEL HEATTER — NEWS COMMENTATOR

Ask Your Druggist to Show You These Products

MULTIPLE MERCHANDISING—WXYZ, Detroit, originated this display card promoting drug store products advertised over its facilities and placed it in 1200 Detroit stores. Druggists claim the displays have increased sales and created interest in the products, many patrons asking for information regarding the items after seeing the cards.

IN HONOR of the eighth anniversary of their sponsorship of Walter (Uncle Bob) Wilson's children's broadcasts the Hydrox Corp., Chicago ice cream manufacturer, named their March 1 weekend special after this radio personality, whose "Curb Is the Limit Club" has enrolled more than 810,000 children in the Chicago area as members. Honored by civic officials as one of the major influences in keeping children out of the paths of automobiles by teaching them not to play in the streets, Uncle Bob closes each broadcast by asking the children to recite with him this safety pledge:

In roadways I must never play,
I have no legs to give away,
I have no arms that I can spare,
To keep them both I must take care.

The Uncle Bob broadcasts over WIND, Gary, from 5:30 to 6 p. m., sponsored three evenings each week by Hydrox, are placed through J. R. Hamilton Adv. Agency, Chicago.

* * *

AN UNUSUAL double premium offer is to be made on the *Lum & Abner* NBC program beginning March 27 and running for three weeks. A new edition of Lum & Abner's humorous small-town newspaper, *Pine Ridge News*, is to be issued, and with it is offered a novel weather forecaster to be worn upon the lapel. This indicates 12 hours in advance whether the weather is to be fair, rainy or cloudy. A wrapper from a 50-cent or larger size package of Horlick's malted milk, powder or tablets is required. The metal weather forecaster which can be worn upon the lapel, is called "Lum & Abner's Walkin' Weather Prophet".

The offer of Lum & Abner's almanac in December brought in 400,000 returns. Requests came in numbers from the Hawaiian Islands, Alaska, Cuba, Puerto Rico, Isle of Pines, Bahamas and single requests came in from Honduras and Nicaragua. A preceding offer of the *Pine Ridge News* over WLW, Cincinnati, is said to have brought in more replies than were ever received by a single station on a single offer.

Display cards and window strips illustrated with character pictures of Lum & Abner are sent to dealers upon request.

* * *

HEAVY response is shown to the *Omar the Mystic* program sponsored on WOR, CKLW and WSAI of MBS by Purity Bakery Corp., Chicago. On Jan. 7 the sponsor offered a mystic Omar code, with listeners required to obtain applications from dealers, send name and address of the dealer, and state if Taystee bread is used in the home. In the Jan. 8-Feb. 7 period WOR alone received 255,161 responses. The sponsor uses window streamers, counter cards, monthly calendars and broadsides for dealer display but these do not mention the program. Outdoor display also is used. Hanff-Metzger Inc., Chicago, is the agency handling the Purity Bakeries account.

* * *

CARLETON & HOVEY Co., Lowell, Mass. (Father John's medicine) is offering a silver measuring spoon for each carton top from the large size bottle. The premium is being offered over spot stations used by the sponsor.

What WLS did in FEBRUARY

NEW MAIL RECORD
264,231 Letters

Exceeding all single-month mail response records, WLS in February received 264,231 listeners' letters. In the first two months of the year 480,231 letters were received. Another record was shattered when 95,810 letters came to the station in one week, February 17-22.

67,319 Listeners VOTED

When Chicago's City Council adopted an ordinance placing Chicago on a year-around Eastern Standard Time Schedule, WLS invited its listeners to express their approval or disapproval. 67,319 ballots were mailed to WLS between February 15-22. 66,103 of them opposed the ordinance.

Outstanding Daytime Program

David Harum, popular NBC morning program, sponsored by B. T. Babbitt, Inc., has been added to the WLS schedule each weekday. It keeps company with such outstanding daytime features as Pa and Ma Smithers, Today's Children, Hotan Tonka, Ma Perkins, Virginia Lee and Sunbeam, Jolly Joe, Homemakers' Hour and Dinnerbell Program.

61,198 Chicagoans Wrote Us

Proving WLS popularity in the Chicago market, 61,198 Metropolitan Chicago listeners wrote to WLS in February. In the first two months of 1936 more than 110,000 letters were received from Chicago.

20,450 Boxtops (One Advertiser)

In February, 20,450 boxtops addressed to a cereal manufacturer sponsoring a children's morning program on WLS were received by the Station. The product was first introduced to the Chicago market, with WLS the sole advertising medium, three months ago. The program is on six days a week.

Thirteen Food Advertisers

Thirteen food advertisers used WLS locally in February. Eleven were old advertisers, having used the station on previous schedules.

5310 DIMES

A picture of Virginia Lee and Sunbeam, a WLS sustaining feature, was offered to listeners for a dime to defray costs. 5310 dimes were received in one week. Virginia Lee and Sunbeam is available for sponsorship.

WLS 50,000 WATTS

The Prairie Farmer Station
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER President GLENN SNYDER, Manager
NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

WTCN

MINNEAPOLIS–SAINT PAUL

HAS MORE LOCAL ACCOUNTS THAN ANY OTHER TWIN CITIES STATION

Local merchants are in close touch with their market and familiar with the merits of its advertising mediums. The fact that WTCN is the overwhelming choice of local merchants in the Twin Cities market is conclusive evidence that these merchants have found by experience that WTCN does a better job here than any other station. Wise advertisers seeking increased sales in the rich Twin Cities market will be guided in their choice of medium by the judgment of these local merchants. What is best for the local merchant is certainly best for all advertisers in the Twin Cities market.

WTCN . . . ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Free & Sleininger, Inc., National Representatives

Johnson Captures Half of Wax Trade With Aid of Radio

Intensive Merchandising Used In Expanding Sales Volume

Mr. Connolly

FROM Sept. 2, 1934 to June 30, 1935, S. C. Johnson & Son Inc., sponsored a dramatic program, *The House by the Side of the Road*, over the NBC-Red network on Sundays at 5:30 p. m., EST. On April 16, 1935, began the comedy series, *Fibber McGee & Molly*, Mondays at 8 p. m., EST, over the NBC-WJZ network. Behind the success of these two hilarious salesmen of Johnson's auto polish and floor wax is a consistent, serious conviction on the part of the sponsors that every advertising medium employed by them should be merchandised to the utmost and should have the support of as many of the other media used as possible.

S. C. Johnson & Son firm celebrates its 50th anniversary this year, and its products enjoy a worldwide reputation. Since employing radio, according to William N. Connolly, advertising manager, "our sales volume has steadily increased. Since this period of improvement parallels that in which we used radio advertising, we feel that much of the credit for this steady increase in business is due to that medium. We are now spending more money for radio broadcasting than ever before."

Merchandising Tieups

AS IT IS generally assumed that "we get out of a thing what we put in it", the success of S. C. Johnson & Son's programs is sensible enough. Both they and their advertising agents, Needham, Louis & Brorby Inc., are steadfast believers in merchandising. They say that by tying in their radio efforts with all printed advertising, a large measure of "resale" effect is accomplished.

When the audience was to be swung from *The House by the Side of the Road* to the present *Fibber McGee & Mollie* series, S. C. Johnson said so, in a loud voice. A letter was sent to about 40,000 hardware, auto accessory and auto dealer outlets. Furthermore, this letter was on a special *Fibber McGee & Molly* letterhead, which has been used consistently since in all general correspondence to the trade. Accompanying the letter was a comic strip enclosure, with a special offer listed on the back. Another letter, on executive office letterheads, went to 50 selected major oil companies in the country.

Some 70,000 dealers were supplied with millions of throwaways (similar to the comic strip enclosure mentioned above). Space was left at the bottom for the dealers' imprint, and the throwaways were used on counters, as envelope stuffers and package inserts. Jobbers' salesmen received a special catalog sheet for inclusion in their regular catalogs, each jobber getting from 50 to 200 upon request. On one side was illustrated the complete S. C. Johnson line; on the other, the notice about the radio program.

All dealers were supplied, without charge, with several counter and window display cards. Johnson salesmen carried samples of these displays and requisitioned them from the home office after they were convinced dealers would utilize them when received.

With the program under way, and *Fibber McGee & Molly* impressed on the minds of salesmen, dealers, jobbers, and the public (all printed advertising, both rotogravure and color ads, ties in with the program), activities were started to stimulate interest and sales. Children were given *Fibber McGee & Mollie* tops for sending in a tracing of the word "Johnson's" from a bottle of Johnson's liquid wax. These tops, one featuring Fibber and the other Molly, were also offered in *American Weekly* ads.

Songs and Whoppers

RECENTLY 12,000 entrants tried their hand at writing songs, when S. C. Johnson & Son conducted an amateur song writing contest. A cash prize and royalty from a leading music publishing firm was offered the winner. Editorial comment on this contest in various newspapers ran to approximately 9,000 lines.

One of the program stars not long ago did some merchandising of his own, when Fibber McGee produced the best whopper and walked off with the Burlington, Wis., Liar's Club Contest national award. This publicity stunt brought to Fibber, and also to S. C. Johnson's program, 100,000 lines in 882 newspapers throughout the country.

During 1935, 10,000 over-size presentations were prepared for jobber salesmen use. This year, a new die-cut, can facsimile presentation was prepared. Each salesman received ten copies for use when talking about the advertising campaign. Dealers who wished a copy were given one. These are only a few of the radio merchandising efforts that have sent sales climbing, until now S. C. Johnson & Son sells more than half of the wax used in the United States.

New York Studios Avoid Elevator Strike Trouble

NEW YORK broadcasting centers for the most part escaped serious inconvenience during the strike of elevator and building employes. Radio City was not affected, and in case elevator service were shut down, NBC would not suffer seriously since it is located on the second to the eighth floors of RCA building.

WOR, located 24 stories above the street, also avoided elevator trouble. A strike was called at CBS headquarters on Madison Ave., but employes were provided to prevent interruption of service. Some of the CBS studios and offices are 22 flights above the street. When service was stopped in the WMCA building on March 10, Donald Flamm, WMCA president, got in touch with the employes union and an operator was provided for persons going to the WMCA offices. Later the building management supplied new operators. Meantime some employes had been forced to walk up about a dozen flights.

★

WSAI GOES TO TOWN!!!

Moving in from its "country seat," the new WSAI transmitter goes into full-time operation from the heart of Cincinnati on March 1st.

With this important change in transmitter location, WSAI inaugurates a definite policy which cannot fail in radio broadcasting. "Quality," "Variety," "Showmanship," are factual adjectives in describing WSAI programs.

The new WSAI will adhere rigidly to the highest standards of program planning and production.

New transmitter, new location, new programs, new personnel, top-flight talent, rigidly high program standards, all add up to mean a new and overwhelmingly greater audience for the new WSAI.

CINCINNATI, OHIO

THE CROSLEY RADIO CORPORATION

WSAI GOES TO TOWN!!!

California Bar Opposes Court Trial Broadcasts

BOARD of governors of the California State Bar Association, meeting in San Francisco Feb. 26, by resolution condemned broadcasting of court proceedings, holding that it was undignified, tended to lessen public confidence and actually interfered with the administration of justice. Adoption, it was said, was occasioned partly by information that "certain judges in California are now, or contemplate, broadcasting court proceedings from their court rooms". The resolution in part reads as follows:

"Radio broadcasting of trials or other judicial proceedings can be of no assistance to the court and its officers in the performance of their duties, but to the contrary such broadcasting tends to tear down the dignity of any respect due the courts and to lessen the confidence of the public in the judiciary, and thus tends to impede the administration of justice."

Newspaper Buys KFYO

THE SALE of KFYO, Lubbock, Tex., a 100 watter, to the Plains Broadcasting Co., subsidiary of the *Amarillo Globe* and *News*, subject to FCC approval, has been disclosed in an FCC application for voluntary assignment. The Amarillo newspaper now operates KGNC, Amarillo regional station. The purchase price was said to be between $12,500 and $15,000. Head of the purchasing corporation was the late W. C. Hawks, publisher of the Amarillo newspapers, who died in February.

ST. LOUIS COURTS OFF AIR

Politics and Embarrassing Incidents Bring an End To Broadcasts of Municipal Proceedings

By A. B. HENDRY

BROADCASTS of Police Court proceedings in St. Louis have just been discontinued in accordance with instructions issued by Mayor Bernard F. Dickmann to the presiding judges of the two divisions of the court. The broadcasts were conducted individually by KMOX and WIL, each from a separate division.

The Police Court judgeships are not elective offices in St. Louis, the judges being placed in office by direct appointment of the Mayor. In point of policy, at least, the police judges are amenable in some degree to the wishes of the Mayor.

The first Police Court broadcast was made by WLBF, Kansas City, Kan., five years ago. They were so successful that stations in other cities subsequently began such broadcasts, WIL inaugurating them in St. Louis three years ago. KSD subsequently began broadcasting another division of the St. Louis courts but voluntarily stopped after about a year on the theory that, during the broadcasts, some persons and firms were being innocently implicated.

For example:

Prosecutor: State your name.

Witness: John Doe.

Prosecutor: By whom are you employed?

Witness: The Roe Grocery Co.

Prosecutor: Mr. Doe, you are charged with driving a motor truck while intoxicated, running upon the sidewalk and injuring a child—

Whereupon the Roe Grocery Co. would receive telephone calls and mail ad infinitum to the utter consternation and dismay of Mr. Groceryman Roe who, before the days of police court broadcasting perhaps had known, if in a less impressive way, of the strange whims of a merry-making deliveryman on the loose. Naturally Mr. Roe would call the originating station and sometimes he would be in a nasty frame of mind.

Mr. O'Toole Explains

KMOX subsequently took up where KSD left off but broadcast only 15 minutes a day, censored as strictly as possible. WIL always ran a full half hour censored also, insofar as possible—except in cases such as when Mr. O'Toole took the stand:

How did the fight start?

Well, Murphy was standing in front of my house and I came out just as peaceable as could be and Murphy shouted out, "There's the dirty shanty-Irish—."

The remote man leaped at the controls but too late. To the horror of some and the amusement of others, Mr. O'Toole stood branded as just another one of those sons not quite on the "legit", according to his own quotation of Brother Murphy's careless and awe-inspiring vocabulary.

Meanwhile the Bar Association of St. Louis was taking unofficial notice of the police court broadcasts. A committee recently called attention of the Mayor to the so-called distastefulness of these broadcasts to the participants—not to the radio audience.

In fact, the radio audience resented this usurpation of the rights of the faithful to the point of writing Pro Bono Publico letters to the papers threatening to vote against the Mayor if he ran again for office.

Going back into the history of this type of broadcasting in St. Louis, it is more or less granted that the radio audience elected Judge Finnegan, first police judge to be on the air in that city, to the office of Prosecuting Attorney largely on his air record of tempering justice with mercy.

And so, listeners in the St. Louis area, instead of hearing the going-on of their fellow citizens in durance vile, now may hear instead the *Radio Bluebirds* or something at 10 a. m. daily.

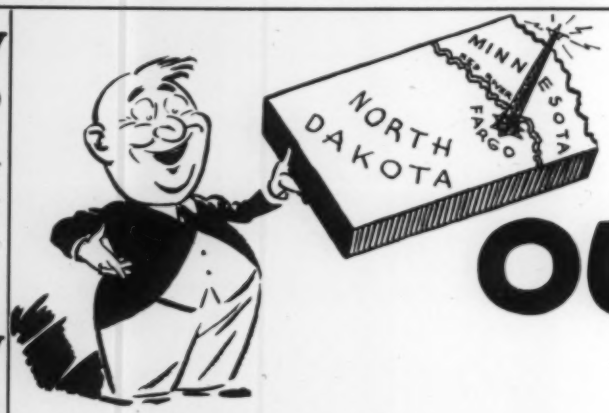
P. S. The angle on which the Police Court broadcasts were based was that such programs would be helpful in educating the public in matters pertaining to street traffic hazards and control.

NBC Literary Shift

NBC early this month combined its literary rights department with its continuity department following the resignation of Burke Boyce, veteran continuity editor, to turn to free lance activities. Lewis Titterton, manager of the literary rights department, succeeded Mr. Boyce, assuming both jobs.

THE NBC-WEAF *Betty Moore* program of Benjamin Moore & Co., Philadelphia (paint) was broadcast March 4 from a convention of the sponsor's salesmen and distributors in New York.

WDAY • WDAY • WDAY •



OUR ONION!

Astute space buyers are realizing that the Red River Valley is one of the brightest agricultural areas on the national business map - - and that the Valley is our ONION! [Our gross is up 41% to date over last year - - and last year was no pain in the neck!]

WDAY, INC.

N. B. C.

FARGO, N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

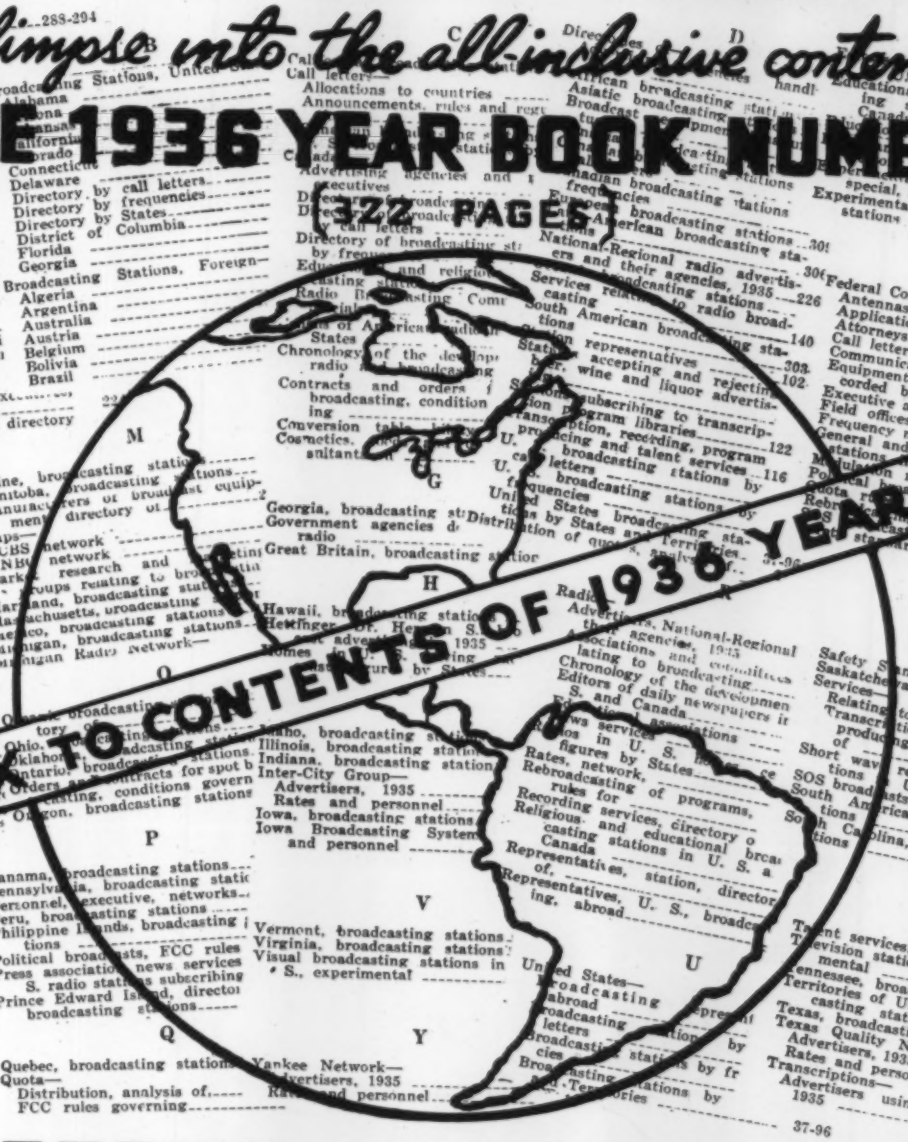
a veritable World Almanac
OF THE BUSINESS OF BROADCASTING

a glimpse into the all-inclusive contents of

THE 1936 YEAR BOOK NUMBER

322 PAGES

INDEX TO CONTENTS OF 1936 YEAR BOOK



THE 1936 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS

(Without Extra Cost)

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Name.....

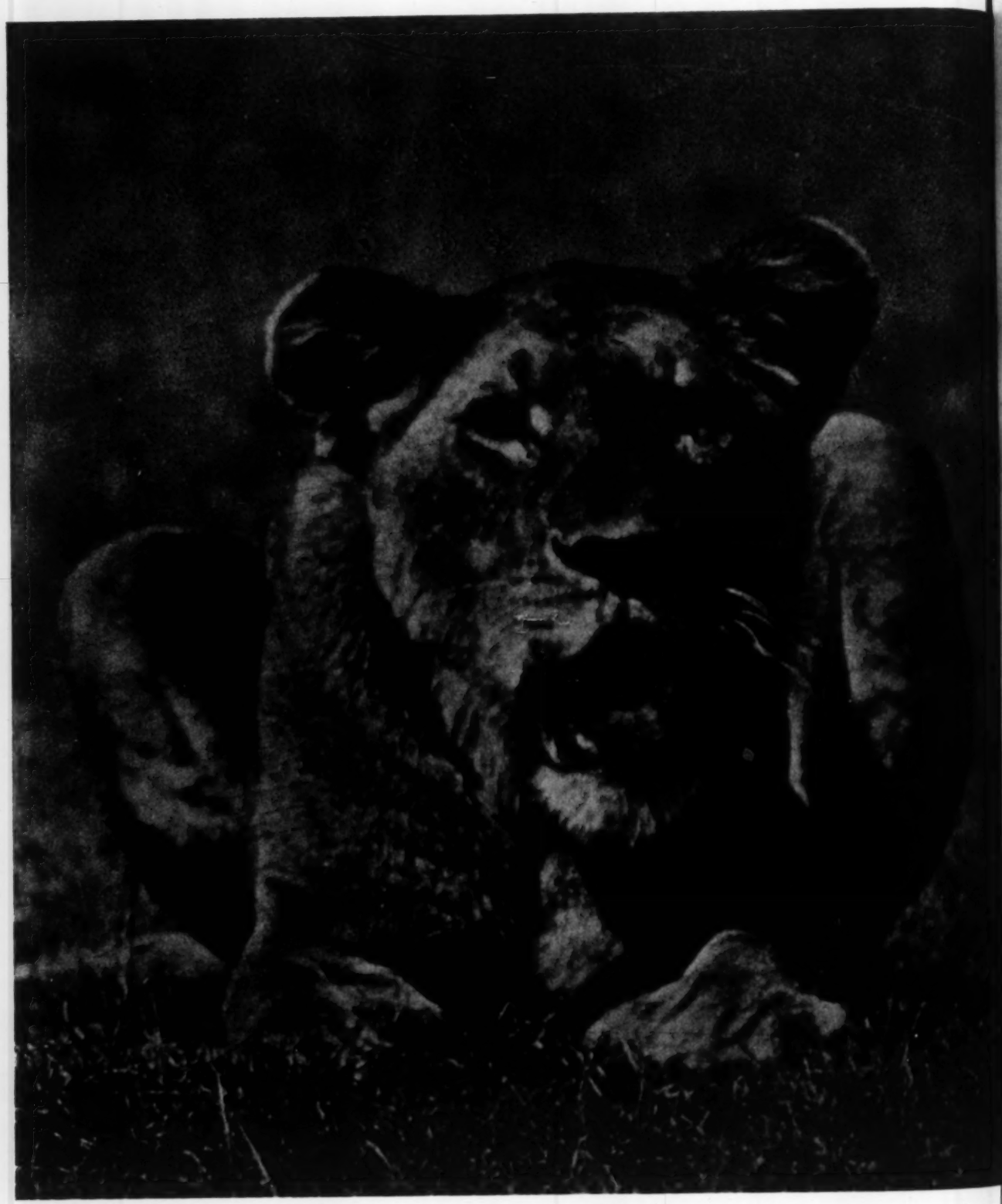
Address.....

City.....

State.....

Firm Name.....

Your Position.....



XUM

in like a lion...

Some campaigns start out like a lion, but end like a lamb chop.

Some others get off to a roaring start and keep right on going from there.

Most experienced advertisers know that they can count on these radio stations for a fast start and a long, steady pull.

That's why these stations—and their clients—get the lion's share of the business.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Marked Expansion For Disc Volume Is Noted in Month

Usual Seasonal Decline Occurs But 1935 Level Is Exceeded

A MARKED RISE in national transcription volume was the outstanding feature of January broadcast advertising, according to data compiled for the NAB by Dr. Herman S. Hettinger, University of Pennsylvania economist. National transcription volume was the only type of rendition in the non-network field to show increases as compared to the preceding month, and in addition, experienced the greatest gain as compared to the corresponding period of last year. National transcription business rose 13% as against December, and exceeded the January 1935 level by 71.8%.

Broadcast advertising as a whole experienced the usual seasonal decline as compared to December. Gross time sales of the medium dropped 7.5% from the preceding month's level. The heaviest declines were in the regional network and local broadcast advertising fields, which decreased 25.1% and 21.3% respectively. National network and national non-network volume both declined approximately 4%.

Compared to the previous year's level, however, radio still continues to show increases. Broadcast advertising volume in January exceeded that of the corresponding month of 1935 by 8.7%. Regional network and national non-network advertising continued to show the greatest gains, the former rising 64.5% and the latter 32.3%. Local broadcast advertising increased 13.1%. National network business showed the smallest relative increase, gaining but 0.6% over the 1935 level.

From January indications, it would seem as if broadcast advertising were becoming stabilized at a new post-depression level, and that a slower rate of increase may be expected in the future than occurred during the last two years. This seems to be especially true of national network volume. A trend of this type is only to be expected, since no industry can possibly maintain the extremely rapid rate of growth which has been characteristic of broadcast advertising during recent months. A slowing of the rate of growth is merely a necessary counterpart to an industry arriving at maturity.

Leads All Media

RADIO still shows the greatest vigor of any major medium. Compared to the development of radio advertising volume, national magazine volume declined 17.1% as compared to December and was 9.3% below the January 1935 level. National magazines have shown spotty tendencies ever since the depression, and seem to be passing through a period of fundamental readjustment at the present time.

Newspaper lineage declined 20.2% as against the preceding month, though gaining 7.6% when compared to the corresponding month of last year. While declining slightly from December levels, national farm papers showed the greatest relative gain over the previous year, rising 37.4%

General non-network advertising decreased 11.4% during the month, but showed a gain of 22.2% as against last January. Local stations continued with their favorable showing of recent months, being the only class of transmitter to experience a gain in business over December volume. Local station advertising rose .9% over the preceding month's level, and registered a gain of 39.1% as compared to January 1935.

Non-network advertising continued to grow most rapidly in those sections of the country wherein the business recovery has been the most pronounced. Non-network volume in the South Atlantic and South Central States rose 57.5% as compared to last year, while broadcast advertising in the North Central States increased 36.8%. Non-network business in the Middle Atlantic and New England States declined approximately 1%, growing network volume constituting a partial but not complete explanation of this trend. The extent of business recovery has been somewhat less in this section of the country than it has been elsewhere. Non-network volume in the Mountain and Pacific district gained 1.6% over the preceding January.

Transcriptions lead the rendition field during the month of January. Total transcription volume gained 1.1% over the preceding month and 61% over January 1935. The gain was due entirely to the national field, where transcription business increased 13% over the December level and registered a gain of 71.8% as compared to the corresponding month of last year.

Trends in the local transcription field seem to indicate that their use has been confined mainly to middle-sized retail establishments which usually curtail their advertising materially immediately following the Christmas holidays. Local transcription business declined 31.3% as against December, though remaining 22.8% above the level of the preceding January.

Live talent programs gained 22.5% over the corresponding period of 1935 in the national non-network field and 23.4% in the local field. It is interesting to note that in both the national and local fields, announcement volume declined from the level of the previous January. National volume decreased 4.8% while local volume dropped 5.5%. Combined with a steady increase in transcription and live talent volume during recent months, the decline in announcement business seems to indicate a growing tendency toward the use of the complete facilities of broadcast advertising rather than to be satisfied with its counterpart of classified advertising.

Auto Sponsorship Gains

JANUARY revealed little difference in the use of broadcast advertising by various product and service groups from the trends which have been noticeable in recent months. National non-network automotive advertising rose 200% as compared to January of the preceding year. National network gasoline and accessory advertising increased 44.6%, while household equipment volume gained 148.7% though still remaining at a comparatively small volume. The only other gain of importance in the national network field was in the miscellaneous group, which rose 107%.

National network drug advertising continued to decline, January volume falling to 18.2% below the level of the corresponding month of 1935.

Gains of importance in the national non-network field included a 59.2% rise in food volume, rises of 28.1% and 33.5% respectively in the beverage and confectionery fields, and an increase of 44.9% in tobacco volume.

Principal increase in the local field included the following: clothing, 28%; foodstuffs, 20.2% beverages, 42%; confectionery, 158.2%.

Broadcast advertising during January was as follows:

	Gross Time Sales
National networks	$4,740,580
Regional networks	95,340
National non-network	1,626,500
Local	1,572,760
Total	$8,035,160

Milky Way

DAVE BAYLOR, announcer of the early *Musical Clock* on WGAR, Cleveland, has solved his transportation problem by making a deal with the milk man serving his street to take him to the nearest trolley line. This gets him to the studio in time for the 6 a. m. program.

KSD
IN ST. LOUIS
WRITES THIS
Guarantee
IN ITS
CONTRACTS
It is unequivocally guaranteed that no advertiser using the facilities of KSD is given any secret rate, rebate or privilege.
Station KSD—The St. Louis Post-Dispatch
FREE & SELLINGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

COMIC SPOTLIGHTS TO START IN APRIL

Mr. Ness

A COMIC-STRIP spotlight advertisement to promote programs on newspaper radio pages is to be launched in April by Advertising Features Inc., New York. It will be limited to one paper in a town. Joseph Ness, president, said advertisements will be uniform in size and be supplied in mat form. Spot as well as network advertisers will be solicited.

Title of the feature is "Mike Moments". It lists time of each broadcast, network, name of sponsor and talent. The headline space is donated by the newspaper. The 40-line insertion of each advertiser is charged at the usual rates.

Mr. Ness, whose headquarters are in the Chrysler Bldg., New York, is a prominent advertising executive, having been sales promotion director of Stadler Photograph Co., New York and Chicago; advertising counsel of United Profit Sharing Corp., New York; cartoonist with the *Savannah Press* six years, and active in Southern advertising circles.

Newspapers which Mr. Ness informs BROADCASTING have signed for the feature are *New York Sun; Washington Star; Dallas News & Journal; Brooklyn Eagle; Baltimore Evening Sun; Newark Evening News; Boston Evening Globe; Minneapolis Tribune; Cleveland Plain-Dealer; Spokane Daily Chronicle; Spokane Spokesman-Review;* McClatchy papers in California; *Scranton Republican; Tampa Times, Little Rock Democrat.*

Wisconsin Alumni Group Sponsors Series on NBC

WISCONSIN ALUMNI RESEARCH FOUNDATION, New York (irradiated milk process) on March 6 started a twice-weekly series on 4 NBC-WEAF stations (WEAF, WEEI, WTIC, WCSH) titled *Phillips Lord Calling You,* for 13 weeks, Mondays and Fridays, 4:15-4:30 p. m.

The Foundation was formed in 1925 to control application of Dr. Harry Steenbock's method of irradiating milk with vitamin D and the program is broadcast in cooperation with 15 New York and New England dairies. All income is given by the Foundation to the University of Wisconsin for research. The program consists of anecdotes and stories collected by Phillips Lord, with the Seth Parker quartet and guest stars assisting. Geyer, Cornell & Newell Inc., New York, has the account.

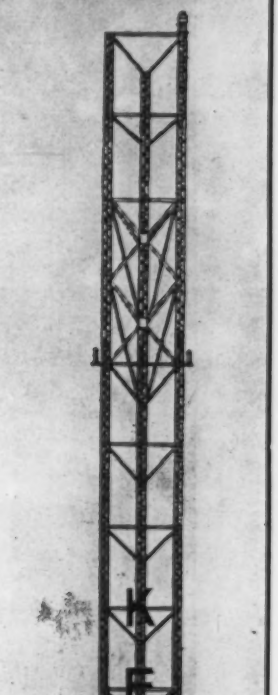
Two FTC Complaints

THE Federal Trade Commission has issued charges of unfair competition against Taylor Washing Machine Co., Chicago, and Sutton Laboratories Inc., Chapel Hill, N. C. (Linoil). The former is charged with misleading claims in procuring sales contracts and the latter with misleading purchasers into believing linseed oil is used in its product.

KFBK

"The Capital Station Serving the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

BUYING POWER +PLUS



And we MEAN Buying Power Plus . . . because it is a FACT. KFBK, now broadcasting on a power of 5,000 watts, reaches a market vastly richer than many markets placed in the A1 class.

Consider just a few salient factors. The Central Valleys Water project recently approved by the president places millions of new dollars of government money in the territory . . . creates thousands of new jobs . . . opens new material outlets—state payroll to be increased by $5.000,000—Montgomery Ward, Spreckels Sugar Co. and other national corporations are investing millions in new capital here—canning and wine industries anticipate greatest increases in years.

Capitalize on this Capital Market. Arrange to have one of our representatives tell you ALL THE FACTS.

5000 WATTS

K F B K SACRAMENTO CALIFORNIA

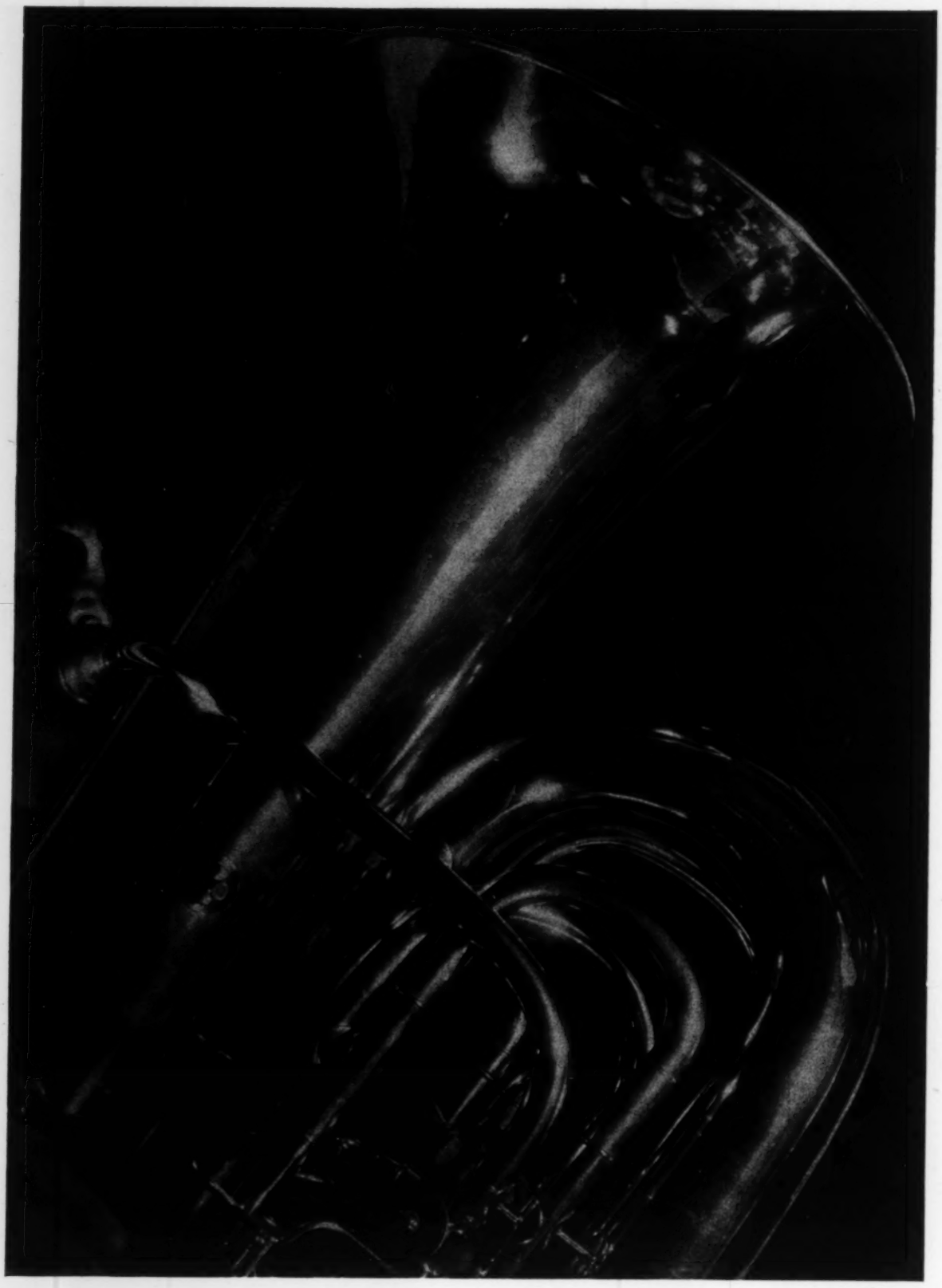
Owned and operated by the James McClatchy Company, for more than 78 years publishers of the Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada.

REPRESENTATIVES

Joseph McGillvra
458 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
1358 Russ Building
San Francisco, Calif.
1038 Exchange Building
Seattle



"Sound Recording for
SOUND Radio Advertising"

WORLD

BIGGER and BIGGER VOLUME of SALES

MORE REVENUE FOR RADIO STATIONS

That's the story of electrical transcriptions as World Program Service enters its third year with the endorsement of one hundred and forty-five leading stations. For the facts to confirm this greater volume of transcription broadcasting, read the NAB reports. The exact figures show that in two years the sale of transcription time has increased 59% among national, and 55% among local advertisers.

FULL RECOGNITION

of the value of high quality electrical transcriptions has made possible these substantial increases. One hundred and forty-five stations, one hundred national advertisers, found World the answer to a particular broadcasting problem in 1935.

It is this recognition that has made World the leader in its field. It is this spirit of station cooperation that has made World Program Service not only the most complete, but also the most successful service of its kind. And World, in grateful acknowledgment, pledges its every effort toward the continued development and improvement of World Program Service.

A FIFTY PER CENT INCREASE!

in volume of service, effective March first, is one of many forward steps already taken by World in 1936. Completion of the finest recording studios, probably in the world, is another. These improvements open the way to even greater volume of sales for 1936 and the years to come. **Keep out in front with World, the only complete transcription library service.**

BROADCASTING SYSTEM, INC.

711 FIFTH AVENUE, NEW YORK, N. Y.

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Angeles, California.
Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, California

BROADCASTING and Broadcast Advertising

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Right and Copyright

IT IS HIGH TIME for some plain talk about our broadcasting industry. All because of copyright, the industry has been placed in a humiliating position. Lack of understanding has been responsible for most of the difficulty. That has been largely because the units which make up the industry have failed to awaken to facts until the damage had been done.

So far on Capitol Hill ASCAP appears to be running away with the show on the Duffy Copyright Bill. Tin Pan Alley's corsairs, who have so many times succeeded in splitting broadcasters into factions and riding over them to victory, are having another good laugh at the expense of the broadcasters. They did a lobbying job with the Sirovich committee of which they can be justly proud from their point of view. We hope we are wrong but it now appears that they have successfully blocked any chances of enactment of the Duffy Bill, at this session at least.

The truth is that the broadcasters were caught napping. The committee and its chairman were stacked by ASCAP before the hearings got under way. ASCAP, as opponent of the Duffy Bill, was permitted to bring forward its witnesses first, contrary to customary procedure. They monopolized the first two weeks of hearings, adroitly parading their "big-name" members who could add nothing to the evidence on the legislation but who could put on a good vaudeville show, as the press has reported. Of course, they did not put on a single "publisher" member of ASCAP—the needless middlemen who get 50% of what should rightfully go to the composer and author, and the men whom ASCAP actually represents.

Even Rudy Vallee, the pink-cheeked crooner who was unknown before radio built him up a few years ago, audaciously stepped before the committee to tell it that radio is "killing the goose", and to support the charges of Messrs. Burkan and Buck that broadcasters are "racketeers", "robbers" and "termites" who are trying to kill their "benevolent" organization. It is shameful that such a thing can be, for Vallee and George M. Cohan frankly admitted on the stand they had not even read the Duffy Bill.

The composers appeared before the pro-ASCAP committee demanding greater protection and greater tribute. But they did not air their difficulties within ASCAP on the 50-50 split with publishers. The publisher is no longer a necessity in the music field. In all justice he has no right to half of the proceeds from musical performance. The $3,000,000 that broadcasters paid last year into ASCAP coffers would more than appease the authors' demands if the publisher were eliminated from the split.

And now we get to the marrow of the bone of contention. The fact that broadcasters have been outsmarted at every turn by ASCAP is no reason why the industry should split. On the contrary, it is time to knit the industry more closely and to seek a solution that will benefit all. The broadcasters' cause in copyright is the right cause, and the broadcasters will be the victors if they forget bygones and play ball to win—adopting offensive rather than defensive tactics in the battle with the common enemy.

The point isn't whether the NAB can get along without the networks, or whether the networks can survive without the support of the independents. It will be more difficult for both if they attempt to go it alone. And a divided industry will be a vulnerable industry, less able to repulse the attacks of the copyright marauders—and, more important, less able to cope with cliques still scheming for government ownership.

"Railroading" Radio

AFTER a radio Rip Van Winkle of a half-dozen years, some of the country's leading railroads have awakened to the possibilities of broadcast advertising. They have seen enough buses whizzing by and heard too often the whirr of airplanes loaded to the wings while their own rolling stock rolled almost empty.

As the first step East and Central carriers have abrogated their silly boycott of radio. Now they appear to be casting about for lines on station and network rates and for program ideas. In short, they are thinking in terms of radio advertising.

It took some prodigious prodding to arouse these railroads—the last of the industrial Mohicans to capitulate to radio's inevitable spell. They saw the Chesapeake & Ohio, which they regarded as a small boy among giants, shoot its passenger and freight charts upward by using radio advertising. (Incidentally, C. & O. for several years has concentrated its advertising on radio and class magazines.)

Then in January, 1935, they took a jolt from Railroad Coordinator Joseph E. Eastman, who, among other things, saw in radio a real opportunity to revive railroad business. He repeated this view again the following August, and that was backed up by a report from a committee of the AAAA which advocated radio, both for the institutional and selling job, to tie into printed media efforts.

Radio can do a selling job for the railroads, individually and collectively. Travel advertising is a radio natural. Steamship lines are using it successfully. And the automotive industry is using radio as its mainstay, both institutionally and in a direct sales way.

It will take adroit programming to do a creditable job for the railroads. Some of the gentry who control railroad policies probably will have to forget their 19th century ideas. They will have to recognize that dignity and good taste still can be maintained in a swiftly-moving performance consistent with modern methods.

It was only a short time back we were told that banks would never use radio. Today there is hardly a station in a metropolitan area that doesn't have a bank sponsor.

Railroads, we are confident, once they get seriously into broadcast advertising, will discover that the industrial Messiah for whom they have been searching reposes in broadcasting.

"Red Menace"?

PICKETS avowing their intense "Americanism" parading before the CBS building; a cordon of police thrown around the building to guard against violence; the Hearst press and Bernarr MacFadden screeching headlines and editorials against radio's lending aid to radicalism; Congressmen shouting similar accusations, one even demanding that Bill Paley resign from the presidency of the company he built up and controls—all this because CBS granted the Communist Party's request to permit its secretary, Earl Browder, to make a speech that turned out to be innocuous by comparison with some of the radio outpourings of the "regular" party speakers, and of Father Coughlin et al!

But it seems to be every free-born American's privilege to hop on radio at any provocation and here was one that even the zealous guardians of our precious principle of freedom of speech could not overlook. CBS made it plain that Mr. Browder's speech would be answered the following night by America's most ardent anti-Red crusader, Rep. Hamilton Fish, which was done. CBS pointed out that the Communist Party was duly enrolled and legally recognized, and therefore in all consistency had a right to a fraction at least of political time on the air. And everyone in radio knows that no CBS station was under any obligation to carry Browder, as indeed the Yankee and Don Lee networks proved when they rejected the program. CBS knows, as every radio man knows, that freedom of speech is a precious principle and that the best way to protect it is still to provide freer speech, within reasonable limitations of time and program balance; also that the American citizenry has nothing to fear from plain talk, even from the despised Communists.

The best answer to critics of Columbia's grant of time to the Red party's spokesman came, rather grudgingly to be sure but none the less pointedly, from "Ham" Fish himself in his reply address, in which he incidentally took advantage of the politician's prerogative of adding some fulsome asides on behalf of his friend Senator Borah. Said he: "Without attempting to pass judgment on the policy of Columbia in permitting Mr. Browder to speak, it proves at least that freedom of speech still exists in America."

We Pay Our Respects To —

EDWIN WILSON CRAIG

LITERALLY born to the insurance business was Edwin Wilson Craig, who 43 years ago this month first saw the light of day in the little town of Pulaski, Tenn., a community named for the famous Polish patriot of the American Revolution. Ed Craig not only comes from one of the first families of the South, but his father before him was—and still is—an executive of the National Life & Accident Insurance Co. of Nashville. Craig senior is chairman of the board, while young Ed is vice president.

Ed Craig went into the insurance business with all the vim and vigor of youth and with youthful America's young ideas about selling. It was he who in 1925 persuaded the insurance company's board of directors that it should go into radio. Thus Station WSM was established as a 1,000 watter. Today it is a 50,000-watt clear channel outlet and one of the nation's outstanding stations.

In radio as in the insurance world (he has charge of his company's 3,000 agents in 21 states), Ed Craig is well-known and well-liked, exceedingly active and progressive. He serves on the board of the NAB, and there are many who assert he will soon be nominated for its presidency if he can be persuaded to take the post.

Whenever Ed Craig takes time off from his insurance duties, it is usually to attend some important meeting of broadcasters. And at such a meeting you probably will find that the Nashvillian has been in a huddle with Leo. J. Fitzpatrick, general manager of WJR, Detroit, and NAB president. It was Fitzpatrick, who as the "Merry Old Chief" of WDAF, Kansas City, first interested Craig in radio back in its catwhisker days.

It was in 1922 that Craig, along with the thousands of other Americans who became head-phone addicts, began to twist the dials to pick up WDAF. When business of the insurance company took him to Kansas City, as it did several times each year, radio-bug Craig would invariably look up Announcer Fitzpatrick. It was out of these conversations that grew the idea of establishing WSM as an adjunct of the insurance company.

Came 1925 and the creation of WSM. Ed Craig wanted a pioneer to head up the station. George D. Hay, the famous "Solemn Old Judge", who shared the early radio spotlight with the "Merry Old Chief", came to Nashville at Craig's beckon. Immediately there was started Hay's Saturday night *Grand Ole Opry*, a feature which he still manages and which has maintained through ten years an unparalleled popularity with listeners in all parts of the nation.

But what did Craig's idea of radio and insurance do for the insurance business? He proved it was a wonderful door-opener for National Life salesmen. With its 50,000 watts the station reaches into practically every corner of the 21 states in which the insurance company does business. It has simplified contact with the scattered field force of the company.

Both the insurance company and the station have enjoyed unprecedented progress, each acting to stimulate the growth of the other during the years. Mr. Craig calls it a "once in a lifetime" arrangement.

Operation of WSM, through the successive progressions of the station to high power, has become a large undertaking. Despite this he has continued to exercise an executive leadership in radio as in the insurance business. The station, however, has been entirely departmentalized. It is headed by Harry Stone, general manager, who reports directly to him.

Ed Craig in recent months has evinced a great interest in the protection of clear channels as a means of affording coverage of rural and remote areas. When some 16 of the nation's leading stations banded together last year in a defense movement for clear channels, Mr. Craig was elected chairman of the group.

Aside from that function and from his active participation in NAB affairs he has been named a member of the Federal Radio Education Committee, created by the FCC to coordinate radio and education. WSM has long been in the forefront of educational broadcasting. The educational department of the insurance company has been a frequent user of company-sponsored programs over WSM.

Edwin Wilson Craig was born on March 8, 1893. Immediately after graduating from Vanderbilt University in 1914, he began work for National Life. His first assignment was an industrial agency in Dallas. He has served in practically every capacity in the company up to his present post of vice president in charge of the industrial department, and as the radio chief.

Two years after his graduation he married Elizabeth Wade of his home town of Pulaski. They have three children, Elizabeth, of college age, Ann, and the youngest, Cornelius A. Craig II, namesake of his grandfather.

A member of the Belle Meade Country Club and the University Club, Craig finds his chief recreation in golf, hunting and fishing. His hobbies are "talking either insurance or radio". His fraternity is Phi Delta Theta.

PERSONAL NOTES

HUBERT D. STEPHENS, former U. S. Senator from Mississippi, and until recently a member of the Reconstruction Finance Corporation, has became the law partner of Paul D. P. Spearman, former FCC general counsel, also a native of Mississippi. The new firm, known as Stephens & Spearman, has its offices in the National Press Bldg., Washington.

OWENS V. DRESDEN, nowely-appointed manager of KHJ, Los Angeles, on March 4 became the father of a seven-pound girl.

HAROLD F. SNELL, for five years advertising and sales promotion head of Emery, Bird & Thayer, Kansas City department store, has joined WHB, that city, cooperating in sales and client service activities.

FRANK A. ARNOLD, formerly NBC director of development and prior to that with Frank Seaman Inc., has been named vice president and associated director of the Institute of Public Relations Inc., New York.

JAMES CROCKER, announcer of WOAI, San Antonio, has been transferred to the local sales staff, with Owen Flaherty filling the vacancy.

W. V. MORGAN, a director of 3KZ, Melbourne, Australia, arrived in Los Angeles late in February. He left for a brief trip to New York and will return home via the *S. S. Lurline* from Los Angeles Harbor March 27, with a stopover in Honolulu.

HAROLD MEYER, director of WSUN, St. Petersburg, Fla., won first place in the annual press-radio moth class sailing regatta on the Big Bayou Yacht Club's course early in March.

RALPH L. ATLASS, president of WJJD, Chicago, and WIND, Gary, Ind., is in Henrotin Hospital, Chicago, recuperating from a severe attack of pleurisy and pneumonia. He was taken ill late in February.

JUDITH WALLER, educational director of the central division of NBC since 1931 and a pioneer in radio, sailed Feb. 29 on the *Conte di Savoia* for a three-month vacation in Europe —the first in four years. She will spend six weeks in Italy—then to Bavaria, down the Rhine and to Brussels and Antwerp, and a final three week stay in England. Her return trip will be from Southhampton May 27 on the maiden voyage of the *Queen Mary*.

ARTHUR TOLCHIN, formerly of Gustav Marx Agency, Milwaukee and Riegel Textile Corp., has joined the sales staff of WOR, Newark.

BEHIND THE MICROPHONE

BEN T. WEAVER, former commercial manager of WHAM, Rochester, has been shifted to program production at WHAM, his sales position having been taken March 1 by Frank W. Kelly, former publicity manager.

JOHN P. COSTELLO, since 1932 announcer of KSTP, St. Paul, has joined the NBC announcing staff in New York, becoming the sixth KSTP announcer to join the networks. Others were George Watson, Tom Breen, Pat Murphy, Roger Krupp (who returned to KSTP) and Pierre Andre.

PAUL LUTHER, formerly of KOIL, Omaha, has joined WGN and MBS, Chicago, handling programs formerly announced by Pierre Andre. Duane Gaither, of the KOIL team of *Duane & Sally*, has joined the announcing staff of Central States Broadcasting Co. in Omaha.

GLEN PARKER, formerly of WIP and WCAU, Philadelphia, and WPG, Atlantic City, has joined WMCA, New York.

ARTHUR L. WHITESIDE, formerly of several Southern stations, has joined WBT, Charlotte, N. C., bringing up the staff to five full-time announcers.

TOM MURRAY has joined the announcing staff of WHAM, Rochester, to handle remote dance programs.

WILLIAM TITUS, publicity director of WOOD-WASH, Grand Rapids, has been named to a similar post with the Grand Rapids department of recreation under the board of education.

MAC PARKER, newspaperman and news broadcaster, is devoting himself exclusively to radio now, having a daily ten-minute period on KYW, Philadelphia.

GLOVER DELANEY, formerly of WESG, Elmira, has been named by WFBL, Syracuse, to succeed Bob Keefe, who has gone to WOR, Newark.

WADE WATSON has rejoined the announcing staff of WNEW, Newark. Spencer Bentley has been promoted to production director and Doris Smith has joined the continuity department.

JERRY LYNTON, formerly operating the Ambassador Radio Productions, Los Angeles program group, has formed a new radio production unit under his name to offer productions to agencies and sponsors.

R. E. MESSER, chief accountant for Earnshaw-Young Inc., Hollywood program - transcription producers, resigned March 1 to become office manager for the Raymond R. Morgan Co., Hollywood program agency.

LEE COOLEY, announcer of KNX, Hollywood, left early in March for a five-month vacation in Europe.

JOHN FRASER, formerly with New England stations, has been added to the NBC announcing staff in Radio City, bringing that staff to its full complement of 26.

DON ALLEN, production assistant of KFWB, Hollywood for five years, resigned March 1 to join Standard Radio Inc., Hollywood transcription firm, in a production capacity. Owen Crump will take over most of his work as assistant to Jack Joy, production manager.

ERNEST HIX, business manager for the Raymond R. Morgan Co., Hollywood program agency, left for New York March 8 for a two weeks business visit, following the return of Mr. Morgan from an eastern trip.

HAROLD BRATSBERG, NBC announcer in San Francisco, was married March 5 to Miss Marguerite Connell of Seattle. Richard Ellers, also an NBC announcer, was best man.

XUM

AUSTEN CROOM-JOHNSON, young producer-pianist of the British Broadcasting Corp., who last fall spent a month in Radio City learning the ways of American radio, has returned from England to become a permanent member of the NBC production staff.

JOHN FRASER, free lance announcer, has joined the NBC staff in New York.

CARLTON E. MORSE, author of the NBC serial *One Man's Family*, sponsored by Standard Brands Inc., will be honor guest of the San Francisco Press Club at a banquet and entertainment March 22. He is to be presented with a token by members of the club. NBC western division officials in San Francisco and the *One Man's Family* cast will attend.

PAUL PARKER, formerly with NBC in Chicago, has joined the announcing staff of WJJD, Chicago.

AL HOLLANDER, publicity director of WJJD, Chicago, is back on the job after a ten-day illness from influenza.

BERYL DOUGLAS, formerly in the sales promotion department of CBS, New York, on March 1 joined the staff of the Raymond R. Morgan Co., as Mr. Morgan's secretary.

GEORGE FISCHER, publicity director of KFWB, Hollywood, has been given the role of a radio announcer in Warner's film *Voice of Life*. Minerva Urecal, station character woman, will be cast in *Mob Rule*, an M-G-M picture.

HAROLD KEMP has resigned as head of the band booking department of the NBC Artist Bureau, effective April 1 when he will assume new duties with Franchon & Marco in Hollywood.

PAT FLANNAGAN, sports announcer of WBBM, Chicago, is vacationing at Sarasota, Fla., and scouting big league baseball teams.

BEN HADFIELD, announcer of WNAC, Boston, on March 13 celebrated his tenth anniversary with Yankee Network. He has the longest service record of any Boston announcer.

BOB CUNNINGHAM, CBS Chicago announcer, is the father of a baby girl born March 3.

WILLARD HEMSWORTH, announcer of KMOX, St. Louis, has returned to work after two weeks in a hospital for appendectomy.

LEO RUMSEY resigned from the announcing staff of KSFO, San Francisco, and on March 6 sailed on board the *S. S. President Pierce* for Honolulu, where he will join KGMB, as announcer and producer.

REGINALD SHARLAND, who is "Archie" of the Watanabe-Archie skit, has gone to Furnass Creek Inn, Death Valley, Cal., to recuperate. The program went off the air in February, due to his illness, after a run of several years on KNX.

LEW KENT, formerly on a number of Eastern stations as vocalist, has joined the announcing and production staff of WMAZ, Macon, Ga.

OMAHA

Largest Retail Business Center
Between Chicago and Denver

WOW with its new power of 5,000 watts dominates this vast empire.

John J. Gillin, Mgr.

JOHN BLAIR & CO., *Representatives*
New York - Chicago - Detroit - San Francisco

30% MORE COVERAGE

ON THE N.B.C. RED NETWORK

TONGUE TORTURING
Part of NBC Training Course For Junior Announcers

SILLY sibilants must be overcome before NBC guides and pages in Radio City can qualify as members of the NBC junior announcers staff, under the direction of Patrick J. Kelly, NBC supervisor of announcers, and Dan Russell, announcer. The classes have turned out six junior and full-fledged announcers in the last two years.

Among the sibilants confronting the candidates is this one: "The seething seas ceaseth, and as the seething seas subsideth, many men must munch much mush."

Six hours a week the candidates wrap their tongues around phonetic outrages and try to exhale orderly syllabic parades. Graduates of the school are George Ansbro, recently made a full-fledge announcer in New York; John Lang and Hubert McIlrevey, WRC, Washington; Dorian St. George, WRVA, Richmond; Alvin Robinson and Jack McCarthy, New York junior announcers.

MRS. EMILY EILERS has resigned as hostess at KYA, San Francisco, and sails the end of this month for Hilo, T. H., where she will join her husband, Fred Eilers, recently appointed manager of KHBC, new full-time 100 watt station now being built there. Mrs. Eilers will become office manager of the station which is scheduled to start operation in April.

RALPH EDWARDS, for two years on the announcing staff of KSFO, San Francisco and Oakland, has gone to KFRC, San Francisco, in a similar capacity, succeeding Mel Vickland.

NELSON CHURCHILL, former WEEI, Boston, actor, has been added to the announcing staff of WHDH, Boston.

Jad Salts Plans Spots

WYETH CHEMICAL Co., New York (Jad salts) will run a spot campaign over seven Eastern and midwest stations beginning March 23. The programs will be daytime shows on a five weekly schedule, Mondays thru Fridays. The discs are being made by WBS via a direct wire into WHN, New York, where a live performance of *Mrs. Wiggs of the Cabbage Patch* is being broadcast five times a week. Stations in addition to WHN, are KMBC, WKBW, WFIL, WGAR, KWK, KSTP, WBAL. Blackett-Sample-Hummert Inc., New York, placed the account.

KGEZ

Kalispell, Montana

●

Northwestern

Montana's

Station for

RESULTS

IN THE CONTROL ROOM

EDGAR H. FELIX, consulting engineer, announces the removal of his New York office from 1775 Broadway to 32 Rockland Place, New Rochelle, N. Y., where he will have additional space and facilities for laboratory and testing.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, is taking his first vacation in four years, going on a two-month tour in the West. In successive years arrival of a son, engineers' strike and erection of a new radiator have blocked his vacation plans.

DON LANGHAM, formerly of WMBO, Auburn, N. Y., has joined the engineering staff of WFBL, Syracuse.

C. DAVIS BELCHER, former U. S. radio inspector, is conducting a new course on "Modern Radio" over shortwave relay station W1XAL, Boston (6.04 megacycles) under auspices of the Massachusetts State Department of Education, Mondays, 7-8 p. m., EST.

WILLIAM G. H. FINCH, New York radio consulting engineer and inventor, former assistant chief engineer of the FCC in charge of telephone division matters, on March 3 was granted Patent No. 2,032,558 by the U. S. Patent Office, covering an image broadcasting or facsimile system.

ALAN CORMACK, technical director of KFRC, San Francisco, has taken on the additional duties of traffic department manager, succeeding Helen Hartzer, resigned.

T. R. DUNLAP, of Cold Water, Ont., formerly an engineer at WBBM Chicago, is now a member of the engineering staff of WJJD, Chicago.

Two Sterling Spot Series Are Shifted to NBC-WJZ

TWO subsidiaries of Sterling Products Co. will shortly discontinue their spot campaigns and place the programs on the NBC-WJZ network. R. L. Watkins Co., New York (Dr. Lyons toothpowder) will transfer *Back Stage Wife* from discs to the NBC-WJZ network beginning Monday, March 30, 4:15-4:30 p. m., and the program will be broadcast over the basic and Northwestern groups on a five-a-week basis, Mondays through Fridays.

Charles H. Phillips Co., New York (Phillips Milk of Magnesia facial cream) will go network on the same date and in the niche directly following, 4:30-4:45 p. m. It will be carried over a coast-to-coast hookup and be heard Mondays, Wednesdays and Fridays. Beatrice De Sylvara, a beauty consultant, used on the transcription series, will continue. Both programs will be keyed from New York. Blackett-Sample-Hummert Inc., New York, services both accounts.

Swift Using Spots

SWIFT & Co., Chicago (All-Sweet margarine), is sponsoring a series of 50-word announcements to be broadcast three evenings a week over WFAA, WJDX, WALA, WWL, WCOA, WOAI, KWKH, and KTRH. The campaign, which is placed through the Chicago office of J. Walter Thompson Co., is scheduled to run 17 weeks.

SALES CONFEREES—Headquarters executives and field sales personnel of Graybar's commercial products division met in New York recently to confer on broadcast transmitters, police and aviation radio, public address equipment, etc., with Western Electric (manufacturing) and Bell Telephone Laboratories (development) representatives. After the conference a group went to Washington where they acted as hosts to the legal and engineering fraternity. In the photo, top row (left to right) are: Will Whitmore, W. A. Wolff, A. S. Black, W. L. Tierney, L. D. Gruman, J. B. Long, G. A. Murray, E. W. Thurston, F. W. Cunningham, E. J. Stahl, H. S. Price, O. M. Glunt, H. E. Young, E. J. Quinby, Harry Atkinson, E. L. Nelson, C. R. Hommowun, T. E. Shea, F. M. Ryan, W. A. MacNair, R. L. Jones, F. M. Harris, F. R. Lack, M. J. Kelly, R. A. Miller. Seated are H. S. Taylor, O. E. Richardson, W. F. Bartlett, J. W. LaMarque, B. R. Cole, E. A. Hawkins, A. J. Eaves, R. G. McCurdy, W. L. Ponsford, J. P. Lynch, A. S. Wise.

Notables in Radio World Attend Annual Dinner of White House Reporters

NOTABLES in the radio field, headed by NBC President Lenox R. Lohr, were prominent among the guests and participants in the 15th annual dinner of the White House Correspondents Association in Washington March 7, at which President Roosevelt and other high government officials were honor guests. NBC provided the entertainment program by arrangement with Alfred H. Morton, manager of the program department, with the comedian Frank Fay acting as m.c. and with Frank Black bringing 20 members of his orchestra to Washington to augment a large local orchestral ensemble.

The entertainment, which NBC alternates with CBS in furnishing, included Gladys Swarthout, opera star; Ethel Merman, torch singer; Jimmy Savo, pantomimist; Mario Cozzi, operatic baritone; Rafael, concertina artist; the Westerners, ranch singers; Jemm Hurock, gypsy baritone, and Niela Goodelle, singer.

Among the radio notables attending were: Commissioners E. O. Sykes, Norman S. Case and Thad H. Brown, FCC; Hampson Gary, Comdr. T. A. M. Craven, George Porter, A. D. Ring, Frank Roberson, Herbert L. Pettey, William P. Massing, Frank Wisner and A. G. Haley, FCC; Frank M. Russell, John F. Royal, Philip J. Hennessey, E. P. H. James, A. A. Shechter, Vincent Callahan and Kenneth Berkeley, NBC; Harry C. Butcher, Paul White, J. G. Gude, Wells Church and Frederic William Wile, CBS; James W. Baldwin, NAB; F. P. Guthrie, RCA; G. W. Johnstone, WOR; James Chinn, radio editor, *Washington Star*; Richard Tenelly, radio editor, *Washington News*; Robert D. Heinl, Heinl Radio News Service; John W. Guider, Duke M. Patrick and George Smith, Washington attorneys; Herluf Provenson, Washington; Martin Codel, Sol Taishoff and J. Frank Beatty, BROADCASTING.

Benny-Allen Vacations

JACK BENNY (Jell-O) and Fred Allen (Ipana toothpaste and Sal Hepatica) will go on their annual vacations sometime in June. It is expected that the sponsors will continue to retain their present radio spots and substitute talent for their vacationing comedians.

W8XAI, Using 75 Watts, Easily Heard in Panama

W8XAI, the experimental ultra-shortwave "apex" station at Rochester, adjuct of WHAM, has been reported from Cristobal, Canal Zone, indicate that the signals in that section of the world are of good quality. The transmitter has an output of only 75 watts, the power consumed by an ordinary electric flat iron, and operates on a frequency of 31.6 megacycles.

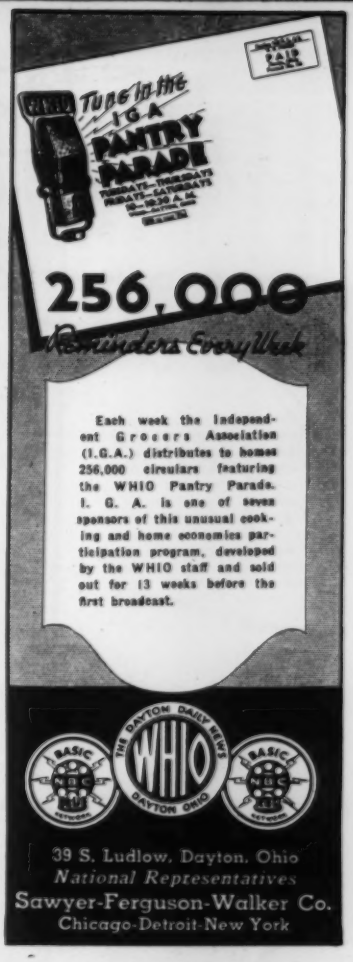
The future of this new group of frequencies was recently hinted at by John J. Long Jr., chief engineer of WHAM. He said: "Improvements in high frequency transmission and reception seem to prove that short-period transmissions for international hookups will eventually be extended into the neighborhood of 7½ to 10 meters." Experiments have shown that during certain times of the day these high frequency signals make light work of traveling across the Atlantic.

Three Get 5 Kw. Day

THREE stations — KFPY, Spokane, WSPD, Toledo and WFBM, Indianapolis — were given day increases in power to 5,000 watts by the FCC Broadcast Division March 3. KFPY heretofore has used 1,000 watts day and night, as has WFBM. WSPD, however, has been using 2,500 watts until local sunset and will double its day output under the new grant. In each case the Division sustained recommendations of its examiners.

Neff-Rogow Feted

WALTER NEFF, WOR sales manager, and William Rogow, the station's ranking salesman, who have resigned to form Neff-Rogow, station representatives and consultants with offices in the RCA Bldg., New York, were guests of honor at a dinner at the Waldorf-Astoria March 5. Hosts were Theodore C. Streibert, assistant to President McCosker of WOR, and the station's executive and sales staff. Mr. Neff and Mr. Rogow left the station March 7, Mr. Neff's desk having been taken over temporarily by Gene Thomas, assistant sales manager. Plans for Mr. Neff's successor are still indefinite, according to Mr. Streibert.


Tune in the
I-G-A
PANTRY
PARADE
256,000
Reminders Every Week
Each week the Independent Grocers Association (I.G.A.) distributes to homes 256,000 circulars featuring the WHIO Pantry Parade. I. G. A. is one of seven sponsors of this unusual cooking and home economics participation program, developed by the WHIO staff and sold out for 13 weeks before the first broadcast.
THE DAYTON DAILY NEWS
WHIO
DAYTON OHIO
BASIC NBC
39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

DOMINATING EAST TEXAS!

This station serves 31,100 homes in East Texas with a potential audience of 226,000 listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

TIME IS WORTHLESS

- It's listeners you want!
- And it's listeners you get when you buy "Pittsburgh's Most Popular Station."
- We have facts showing WCAE has more listeners than any other Pittsburgh station.
- We'll be glad to send you those facts.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

A FEW OF THE ENCOMIUMS HEAPED UPON US IN RECOGNITION OF OUR

1936 YEAR BOOK

NUMBER

by AGENCIES & ADVERTISERS

CAMPBELL SOUP CO.

"It is very interesting, informative and the whole job is well done. It will be a valued addition to our reference files."

J. E. McLaughlin

ERWIN, WASEY & CO.

"I think the new 1936 Radio Year Book is excellent."

Lewis R. Amis

GENERAL FOODS SALES CO. INC.

"It's a great book."

Frank Smith

HENRI, HURST & McDONALD INC.

"I have just received the 1936 Year Book and want to express my congratulations. It is really a masterpiece and should be of tremendous value."

Joe DuMond

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR

☐ $5.00 for TWO YEARS

(Add $1.00 for each Foreign Subscription)

Name.....

Address.....

City..... State.....

Firm Name..... Your Position.....

What About This One?

By STATION BREAK

HATS OFF to Mr. Holcomb! He had an idea. He applied it. He was faced with the responsibility of increasing the sales of a department store of which he is advertising manager, in a middle-sized Pennsylvania city . . . similar to many cities scattered throughout the country.

* * *

MR. HOLCOMB knew that people listened to the radio. His friends, acquaintances, the clerks in the store and their friends and acquaintances, the people who bought in the store, appreciated the entertainment provided them by advertisers and to some extent were affected by their sales messages.

* * *

MR. HOLCOMB realized that the store carried radio-advertised goods. Why not capitalize on that fact? Radio is dramatic. It is intimate and personal. It creates consumer good will as well as product interest and desire. It can readily be tied in with point-of-sale advertising. Why not utilize these qualities in department store sales promotion and publicity?

* * *

MR. HOLCOMB investigated. He found 24 NBC-advertised products carried by the store. To make a long story short . . . by means of tie-ins in his newspaper ads, window, floor, counter, shelf and elevator displays, departmental signs, special instructions to sales staffs, etc., he increased the sales of these NBC-advertised products in the store from 25% to 100%, increases ranging as high as 300% in specific weeks.

* * *

AS NBC stated . . . Mr. Holcomb thought it through. We suggest you read the booklet.

* * *

IT might have been CBS! Or Mr. Holcomb might have been located in a community where the best tie-in would have been with regard to branded goods advertised over a station not affiliated with any network. The fundamental principles hold in each case. A challenge to advertiser, agency, and broadcaster to get the maximum return from their radio dollar by coordinating their other sales promotion with their air advertising.

[Howard J. Holcomb is advertising manager of Trask, Prescott & Richardson Co., Erie, Pa., department store. See BROADCASTING Feb. 1.]

* * *

PLEASE notice . . . it was a department store executive who thought it through. We seem to remember what Marvin Oreck, vice president of Oreck's Inc., of Duluth, told the NAB commercial section at Chicago last summer. Said Mr. Oreck: "I don't believe the most optimistic broadcaster has any conception of the scope radio offers as an advertising medium."

IT'S ALWAYS encouraging to be told by outsiders or partial outsiders, the value of your product or proposition. Broadcasters must have been interested to hear John Shepard 3d, broadcaster and department store man of years' experience, suggest that 15% of the department store advertising budget should be used for radio, only to be raised by Mr. Oreck to 25% to 30%.

* * *

WE WERE especially interested in the reaction of one broadcaster, as related to us by an acquaintance. "They're too conservative," said the broadcaster. "Why not go after 100% of the department store advertising dollar?"

"But how," countered our friend, "can you do the complete department store job over the air?"

"Use all the stations in town," was the reply. The broadcaster then told our friend of an instance in a Far Western city where this had been done with outstanding success, and where each station in the community had been utilized with a specific purpose in mind.

We don't know how generally this can be applied . . . We've never thought it through . . . but there's food for thought there. You try thinking it over!

* * *

INCIDENTALLY . . . may we call attention to the fact that the store in question was applying the principle of double-coverage advocated in recent years by Walter Neff of WOR, and Dr. Hettinger of the University of Pennsylvania.

* * *

STEINWAY'S recent splurge with an $885 baby grand piano has brought into the open a development which has been growing quietly but steadily in recent months. The piano business again is achieving prosperity. New designs, based upon the ancient spinet and in keeping with the space requirements of the modern home, have added to the attractiveness and utilitarian value of the average upright. New prices have assisted in stirring general consumer interest.

* * *

IT never was radio that ruined the piano business . . . ASCAP notwithstanding. During the last decade the automobile, motion pictures, athletics, country clubs and a variety of forces moved recreation out of the home. Less time at home meant less piano playing, and smaller homes meant less room for pianos. Changing social standards made it more important for Sister Susie to be able to swing a mean golf club than to render "Hearts and Flowers" or "The Heart Bowed Down" on the family upright . . . And what social change began, the depression finished . . . for you can't eat pianos.

NOW that pianos are coming back we'd like to know how much the growing appreciation of music, inculcated by the radio and our excellent music instruction in the public schools, has had to do with it.

* * *

"STEINWAY! The Instrument of the Immortals!" What a theme for a program! Either dramatized in music history or presenting the immortals of today. Pianos are a natural for the radio, for it can carry the actual sales demonstration into the very home of the purchaser. Piano advertising lends itself to a dozen forms of radio visualization . . . both in national and local efforts. Why shouldn't the greatest agency for the dissemination of musical appreciation be utilized to foster the sale of the instruments with which music is made?

* * *

WE MAY be a little late with this item, but January broadcast advertising trends called it to mind. Did you notice the important developments in broadcast advertising last year, and have you given them the consideration they deserve . . . broadcaster, advertiser and agency executive?

* * *

DID YOU note how smart advertisers are buying more and more local talent programs? Did you notice also, how local advertisers have availed themselves of the new program material provided by transcription libraries?

* * *

DID YOU notice, especially, how programs have supplanted announcements in advertising importance, and how announcements, alone, sank below the 1933 level? We hope you'll take it to heart and concentrate on radio display advertising rather than be satisfied with the classified air columns.

* * *

FINALLY did you notice the broadening use of the medium . . . regional networks, national spot, and the long neglected local station . . . each having an important place in the radio advertising structure?

* * *

SPEAKING of broadening use of radio, we have been interested in recent weeks to note the increased use of national spot and local advertising to move the used cars which at present are giving the automobile industry a particularly severe headache.

* * *

ALSO speaking of radio opportunities, we notice that the plumbing and heating business increased 50% last year, while electrical equipment, machinery, metals, lumber and furniture gained between 23% and 30%. We refer you to BROADCASTING YEAR BOOK for the gains in radio advertising in these fields . . . but we note especially, on the stations with which we are acquainted . . . an increasing use of radio by the lumber industry. Why hasn't radio done better with the electrical equipment industry, especially on networks? It's probably been the depression, but it's time that broadcasters started rectifying it.

Mutual Expanding Special Networks

Total Billings During February Are Found to Reach $162,357

EXPANSION of Mutual Broadcasting System, whose basic network embraces four major stations, is indicated in the MBS income report for February, which not only shows increasing revenues but also indicates the stations added to the basic for particular accounts. Up to nine stations are now being linked according to sponsor orders.

February gross billings were $162,357, of which $152,063 was represented in time on the basic comprising WOR, WLW, WGN and CKLW. This gross compares with $157,720 during January. No comparisons are available with the same months of last year since the relatively new MBS did not begin to compile and make public its billings until last summer.

Many of the MBS supplementary links are members of other networks, presumably clearing MBS sponsor time when the other networks offer sustaining. The biggest MBS hookup, of course, is the Health Products Corp. (Aspergum) account, which started Feb. 23 and which embraces nine stations, keyed by the independent WINS, New York Hearst station in lieu of WOR, regular MBS New York key.

On the other hand, a nine-station MBS network is already being used by the Lutheran Laymen's League, St. Louis, and an eight-station network is being used by Fels & Co., Philadelphia, (Fels Naptha). The following is the complete February sponsor, billing and hookup report of MBS:

Acme White Lead & Color Works, Chicago; $4,392; WGN, WLW, WNAC, WEAN, WFEA, WMAS, WDRC.

Affiliated Products Inc., Chicago; $1,757; WGN, WOR, WXYZ, WLW, WNAC.

Axton-Fisher Tobacco Co., Louisville; $2,720; WOR, WLW.

Cal-Aspirin Corp., Chicago; $4,924; WGN, WLW.

Crown Overall Mfg. Co., Cincinnati; $3,309; WLW, WGN, WOR.

Crusaders, New York; $3,670; WOR, WLW, WAAB, WPRO, CKLW, WIND.

Fels & Co., Philadelphia; $3,173; WLW, WGN, WNAC, WEAN, WDRC, WMAS, WICC, WGAR.

General Mills Inc., Minneapolis; $6,255; WGN, WLW.

Gordon Baking Co., Chicago; $13,708; WOR, WXYZ, WGN, WSPD.

Gruen Watch Maker's Guild, Cincinnati; $9,607; WOR, WGN, WLW, CKLW.

Health Products Corp., Newark; $2,002; WLW, WGN, CKLW, WPRO, WINS, WCAE, WGAR, WNAC.

Household Finance Corp., Chicago; $8,227; WOR, WGN, WLW.

H. Fendrich Inc., Evansville, Ind.; $1,375; WGN, WGAR, WLW.

Lehn & Fink Products Co., New York; $6,255; WLW, WGN.

Lutheran Laymen's League, St. Louis; $4,081; WLW, CKLW, WINS, KSTP, WCAE, WJJD, KFAB, KFUO, WGAR.

Mennen Co. Newark; $10,490; WLW, WGN, CKLW.

Modern Food Process Co., Chicago; $2,918; WGN, CKLW.

Murine Co., Chicago; $5,165; WGN, WOR, WLW, CKLW, WAAB.

Olson Rug Co., Chicago; $2,664; WOR, WLW.

Pinaud Inc., New York; $11,044; WLW, WGN, WOR.

Piso Co., Warren, Pa.; $4,027; WOR, WGN, CKLW, WCAE, WGAR.

Purity Bakers Co., Chicago; $5,658; WOR, WSAI, CKLW.

SSS Co., Philadelphia; $6,980; WLW, WGN, WOR, CKLW.

Sterling Products Corp., Wheeling; $10,691; WGN, WLW, WOR, WNAC.

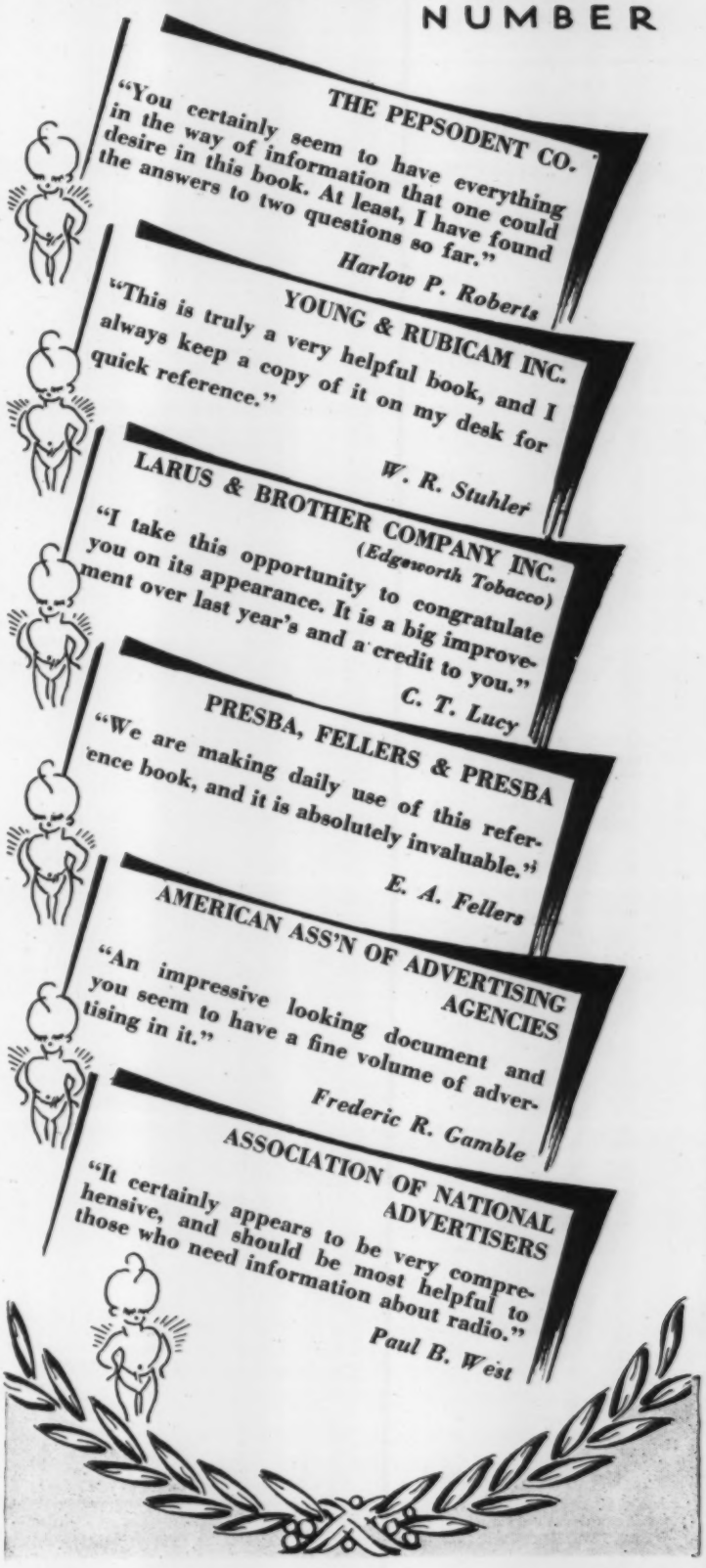
United Cigar Stores Delaware Corp., New York; $3,309; WOR, WGN.

Whelan Drug Co., New York; $3,021; WOR, WOL, WFIL.

Wander Co., Chicago; $9,489; WGN, WLW, WOR.

Wasey Products Inc., New York; $11,437; WGN, WOR, WLW.

A FEW MORE
BOUQUETS
ON THE
1936 YEAR BOOK
NUMBER


THE PEPSODENT CO.
"You certainly seem to have everything in the way of information that one could desire in this book. At least, I have found the answers to two questions so far."
Harlow P. Roberts
YOUNG & RUBICAM INC.
"This is truly a very helpful book, and I always keep a copy of it on my desk for quick reference."
W. R. Stuhler
LARUS & BROTHER COMPANY INC.
(Edgeworth Tobacco)
"I take this opportunity to congratulate you on its appearance. It is a big improvement over last year's and a credit to you."
C. T. Lucy
PRESBA, FELLERS & PRESBA
"We are making daily use of this reference book, and it is absolutely invaluable."
E. A. Fellers
AMERICAN ASS'N OF ADVERTISING AGENCIES
"An impressive looking document and you seem to have a fine volume of advertising in it."
Frederic R. Gamble
ASSOCIATION OF NATIONAL ADVERTISERS
"It certainly appears to be very comprehensive, and should be most helpful to those who need information about radio."
Paul B. West

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

American Book Mart, Chicago (old books), 2 *sp*, thru E. A. Brown Adv. Agency, Chicago.
Capper Publications, Topeka (Household magazine), 12 *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedies), 24 *ta*, thru Weston-Barnett Inc., Waterloo.
Bernard Perfumers, St. Louis (Love Charm), weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Crazy Water Distributing Co., Los Angeles (proprietary), 86 *sp*, thru Tom Wallace Adv. Agency, Los Angeles.
Bank of America, San Francisco, daily *sa*, thru Charles R. Stuart Inc., San Francisco.
William R. Warner & Co., New York (Albodon toothpowder), 3 weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.
McClosky Varnish Co., Los Angeles (Kwik-On), 2 daily *sa*, thru Bert Butterworth, Los Angeles.

WHK, Cleveland

Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars), 100 *sa*, thru Simons-Michelson Co., Detroit.
Wildroot Co., Buffalo (hair tonic), 6 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Florists Association, Cleveland, 3 *sa*, thru Nesbitt Service Co., Cleveland.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Harper's Bazaar Inc., New York (magazine), *sp*, direct.

WHIO, Dayton

Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Kosto Co., Chicago (dessert), 39 *sa*, thru Perrin-Paus Co., Chicago.
Frigidaire Corp., Dayton, 13 *sp*, thru Lord & Thomas, Chicago.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WENR, Chicago

RCA Manufacturing Co., Camden (Radiotrons), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Milton Bradley Co., Springfield, Mass. (parlor games), 3 weekly *sa*, direct.
Alleghany Steel Co., Pittsburgh (stainless steel), 28 *sa*, thru Walker & Downing, Pittsburgh.

WEAF, New York

New England Council, Boston, weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
S. C. Johnson & Son Inc., Racine, Wis. (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.

WRAK, Williamsport, Pa.

Pure Oil Co., Chicago, 5 weekly *t*, thru Freitag Adv. Agency, Chicago.
Colonial Biscuit Co., Pittsburgh, 5 weekly *ta*, thru Walker & Downing, Pittsburgh.

KSFO, San Francisco

Christy Pharmacal Co., Los Angeles (cold tablets), 6 weekly *sa*, thru Walter Biddick Co., Los Angeles.

KMOX, St. Louis

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and oil), 8 *sp*, thru Lambert & Feasley Inc., N. Y.
Wildroot Co. Inc., Buffalo (shampoo), weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Fresh Milk Institute, St. Louis, 78 *sp*, thru Ruthrauff & Ryan Inc., St. Louis.
Dodge Bros. Corp., Detroit (motor cars), 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco gas and oil), 78 *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 52 *t*, thru Jimm Daugherty Inc., St. Louis.
John Morrell & Co., Ottumwa, Ia. (Prido shortening), 156 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

KGO, San Francisco

Murine Co. Inc., Chicago (eye wash), 18 weekly *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru Rohrabaugh & Gibson, Philadelphia.
Olson Rug Co., Chicago (rugs and furniture), 5 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Philco Radio & Television Corp. of Cal., San Francisco (radios), 6 weekly *sa*, thru Floortrafik Service, San Francisco.
Guaranty Building & Loan Association, San Francisco (loans), 6 weekly *sa*, thru Long Adv. Service, San Francisco.
Alhambra Water Co., San Francisco (mineral water), 2 weekly *sa*, thru Kay Directed Adv. Inc., San Francisco.

WGN, Chicago

Continental Oil Co., Ponca City, Okla. (Conoco), 13 *t*, thru Tracy-Locke-Dawson Inc., N. Y.

WBT, Charlotte, N. C.

Beeman's Laboratory, Atlanta (BGO-BQR remedies), 6 weekly *sp*, thru Standard Broadcast Service, Atlanta.
Thomas Tours, Rock Hill, S. C., 12 *sa*, direct.
Webster-Eisenlohr Inc., New York (Cinco cigars), 7 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Chrysler Corp., New York (Dodge autos), daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva chocolate bar), daily *sa*, weekly *sp*, thru Louis Glaser Inc. Boston.
Northrup, King & Co., Minneapolis (seeds), 21 weekly *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.

WNAX, Yankton, S. D.

American Gas Machine Co., Minneapolis, 12 *sp*, thru Greve Adv. Agency, St. Paul.
Goetz Brewing Co., St. Joseph. Mo., 26 sp, thru Potts-Turnbull Co., Kansas City.
St. Paul Hatchery, St. Paul, 26 *sa*, thru Frizzell Adv. Agency Inc., Minneapolis.

WKRC, Cincinnati

Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 6 weekly *sp*, thru S. M. Epstein Co., Detroit.
Standard Brands Inc., New York (Chase & Sanborn Tenderleaf Tea), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Milton Bradley Co., Springfield, Mass. (games), 18 *sa*, direct.

KGGC, San Francisco

Nassour Bros. Inc. Ltd., Los Angeles (oil shampoo), 6 weekly *t*, thru Hixon-O'Donnell Inc., Los Angeles.

From New York American

"Station WOT? Your setting-up program just signed off without saying exhale!"

WSPD, Toledo

Magazine Repeating Razor Co., New York (Shick razor), 35 *sa*, thru J. M. Mathes Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Metro-Art, New York (photographs), 39 *sa*, thru Berminghan, Castleman & Pierce Inc., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit (cigars), 11 weekly *sa*, thru S. M. Epstein Co., Detroit.
Roman Cleanser Mfg. Co., Detroit (soap, cleaner), 6 weekly *sa*, thru Holmes Inc., Detroit.
Lake Shore Electric Railway Co., Sandusky, O. (transport), 6 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

WMAQ, Chicago

Union Pacific Railroad, Chicago (special train), 10 *sa*, thru Ernest Bader & Co., Omaha.
Washington Boxed Apple Bureau, Seattle, 2 weekly *sp*, thru Izzard Co., Seattle.
Angelus Campfire Co., Chicago (Campfire marshmallows), 2 weekly *sp*, thru John H. Dunham Co., Chicago.
Milton Bradley Co., Springfield, Mass. (parlor games), 3 weekly *sa*, direct.
Dodge Brothers Corp., Detroit (autos) 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Japan Crab Meat Assn., New York, 13 *ta*, thru Maxon Inc., N. Y.

KYA, San Francisco

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), 5 weekly *ta*, thru Vandevort Adv. Co., San Francisco.
Gardner Nursery Co., Osage, Ia. (plants), 5 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Oregon City Woolen Mills, Portland, Ore. (clothing), 5 weekly *sa*, thru W. S. Kirkpatrick Adv. Service, Portland, Ore.
Ironized Yeast Co., Atlanta (yeast tablets), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WNAC, Boston

Japan Crab Meat Assn, New York (canned crab meat), weekly *t*, thru Maxon Inc., Detroit.
New England Telephone & Telegraph Co., Boston (utility), 2 weekly *sa*, thru Broadcast Adv. Inc., Boston.
Lambert Pharmacal Co., St. Louis (Listerine), 26 weekly *sa*, thru Lambert & Feasley Inc., N. Y.

KFRC, San Francisco

Budd & Votaw, San Francisco (Pebble Beach neckties), 2 weekly *sp*, thru Doremus & Co., San Francisco.
Bank of America National Trust & Savings Association, San Francisco, (banking facilities), 5 weekly *sa*, thru Charles R. Stuart Inc., San Francisco.

KFAB, Lincoln, Neb.

Oyster Shell Products Corp., New York, 2 weekly *sa*, thru Husband & Thomas Inc., N. Y.
National Felt Works Inc., Chicago (rug cushion), 2 *sa*, thru Brinckerhoff Inc., Chicago.

WGN, Chicago

Armstrong Paint & Varnish Works, Chicago, 26 *sp*, thru Morenus Adv. Agency, Chicago.
A. S. Boyle Co., Cincinnati (Samoline), 3 weekly *sp*, thru Blackett-Sample-Hummert Inc., N. Y.

WCLO, Janesville, Wis.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Pure Oil Co., Chicago, 5 weekly *t*, thru Freitag Adv. Agency, Chicago.

WFBL, Syracuse, N. Y.

Richfield Oil Co., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Bernard Perfumers, St. Louis, 2 weekly *sp*, direct.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

WISCONSIN ALUMNI RESEARCH FOUNDATION, New York, on March 6 started *Phillips Lord Calling on You* on 5 NBC-WEAF stations, Mon., Fri., 4:15-4:30 p. m. Agency: Geyer, Carnell & Newell Inc. N. Y.

GENERAL MILLS Inc., Chicago, on March 2 started *Worry Clinic* on MBS (WLW, WGN), Mon., Wed., Fri., 1:30-1:45 p. m.

CHRYSLER SALES Corp., Detroit (Chrysler autos) on March 12 started *Chrysler Airshow* on 44 CBS stations, Thursdays, 8-8:30 p. m. Agency: Lee Anderson Adv. Co. Inc., Detroit.

TAVANNES OF AMERICA Inc., New York City (Tavannes Watches) on March 20 starts for 52 weeks *Opportunity Parade* amateur show on 2 NBC-KPO stations, Fridays, 6:30-7 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

KELLOGG Co., Battle Creek, Mich. (cereals) on March 26 starts for 13 weeks *Ben Alexander*, Hollywood commentator, on 8 NBC-KPO stations, Thursdays, 9:15-9:45 p. m. (PST). Agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

TILLAMOOK COUNTY CREAMERY ASSOCIATION, Tillamook, Ore., (cheese), on April 3 renews for 9 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Fridays, 3:15-3:30 p. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Portland, Ore.

AMERICAN HOME PRODUCTS Inc., New York (Edna Wallace Hopper cosmetics) on Feb. 17 renewed for 17 weeks *The Romance of Helen Trent* on 22 CBS stations Monday thru Friday, 11:15-11:30 a. m. Agency: Blackett-Sample-Hummert Inc., New York.

Network Changes

ATLANTIC REFINING Co. on May 2 shifts Atlantic Family on Tour to 7-7:30 p. m.

SHELL EASTERN PET. PROD. Inc., New York, on April 4 replaces Al Jolson with Smith Ballew on NBC-WEAF series.

Associated Cinema Studios

SUCCESSORS to Freeman Lang sound studios, Hollywood transcription firm tentatively renaming the firm as Associated Studios, early in March officially titled the organization Associated Cinema Studios with authorized capitalization of $200,000. San Francisco offices were opened at 1001 Russ Bldg. [See BROADCASTING, March 1, for details of reorganization.]

TRAGEDY ON KOIL

Gas Deaths Quickly Covered and Relatives Get News

KOIL, Omaha, broadcast a description of the scene in a house where two persons were killed by escaping gas from a broken main and lives of others endangered. The woman who discovered the bodies broadcast over a remote setup hooked to a telephone line a few minutes after she made the gruesome find.

She was prone on the floor while speaking into the microphone and once had to be revived by smelling salts before she could continue. The daughter and sister of two of the victims, in a snow-bound Nebraska town without a telephone, learned of the tragedy while listening to KOIL. Some 20 or 30 neighbors shoveled snow several miles to get her to a train.

C. L. Sleininger Resigns Official Posts with Reps

CLIFFORD L. SLEININGER has resigned as secretary and treasurer of Free & Sleininger Inc., and as treasurer of Free, Johns & Field Inc., station representatives, effective at once, it was learned March 11. He will discontinue his active association with both companies to devote his time to other interests, which, for the present, have not been divulged.

Mr. Sleininger, a pioneer in station representation and in agency work, will continue as a director of both of the companies and is retaining his financial interest in the organizations. So far as known there will be no other changes in either organization.

Remington Rand Shift

REMINGTON RAND Inc., Buffalo (typewriters), on March 31 will shift Edwin C. Hill to an earlier hour, 7:15-7:30 p. m., and the network will be enlarged to take in the entire NBC-WEAF basic instead of the split network now used. After March 31 the program will be broadcast Tuesday, Thursday and Saturday, instead of Monday, Wednesday, Friday as at present. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

GEORGE RANSON has joined the sales staff of KBTM, Jonesboro, Ark. He was formerly associated with stations in Memphis.

NETWORK PROGRAMS LEAVING THE AIR

IN ADDITION to the list of sponsors that already have signified their intentions of signing off the networks for the present [see March 1 issue] the following accounts will complete their fall and winter radio campaigns shortly. Dates are the time of the final broadcast.

NBC

General Foods Corp., New York (Sanka coffee) with Helen Hayes, Tuesdays, 9:30-10 p. m., March 24 (WJZ).

Best Foods Inc., New York (Hellman's mayonnaise) with Ida Bailey Allen, Tues., Thurs., March 26 (WEAF).

Proctor & Gamble Co., Cincinnati (Dreft) with Pat Barnes, Mon., Wed., Fri., 12-12:15 p. m., March 27 (WMAQ Mid-West only).

Proctor & Gamble Co., Cincinnati (Ivory soap) with Capt. Tim's Adventure stories, Mon., Wed., Fri., 7:15-7:30 p. m., March 27 (WJZ).

Delaware, Lackawanna & Western Coal Co., New York (Blue coal) with Studio No. 7, Tues., Wed., Thurs., 11:15-11:30 a. m., March 26 (WEAF).

American Rolling Mills Co., Middletown, O. (institutional) with Armco band, Wednesdays, 8:30-9 p. m., March 25 (WJZ).

Ralston Purina Co. Inc., St. Louis (cereal) with Tom Mix and His Ralston Straight Shooters, Mon., Wed., Fri., 5:30-5:45 p. m., March 30 (WEAF).

Pepsodent Co., Chicago (toothpaste, etc.) with Al Pearce and His Gang, Mondays, 5-5:15 p. m., March 30 (WEAF) [The Friday WJZ show, 9-9:30 p. m., continues on the air.]

Radio Corp. of America, New York, with *Magic Key of RCA, Sundays*, 2-3 p. m., March 29 (WJZ).

UNIVERSITY of Minnesota's department of speech is considering the inauguration of a university course in radio speech and script writing and has asked Thomas Dunning Rishworth, KSTP educational director to aid.

Webster-Eisenlohr Expands

WEBSTER-EISENLOHR Inc., New York (Tom Moore, Girard cigar) during the week of March 9 began *Witch's Tale*, disc series, on six Midwest stations. On WHO, WTAM, WGN and WFAA the series consists of a 15-minute program twice weekly; on KOA and WOAI it is once a week for a half-hour. All programs are broadcast during evening hours. WTAM promotes Tom Moore cigars, all other stations the Girard. The campaign is signed for 13 weeks. The transcriptions were bought from Alonzo Deen Cole, author of the script, also the producer, director and leading actor in the program. N. W. Ayer & Son Inc., New York, is the agency.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Peak Business Ahead!

Spring and summer, in WWNC's listening area, bring a heavy influx of tourists . . . and a heavily expanded business!

Arrange NOW to get your sales message on Station WWNC . . . where business is UP during the warm months!

KVI

COVERING THE TACOMA SEATTLE MARKETS

SEATTLE TACOMA

FREE & SLEININGER INC.
National Representatives

Sell Tacoma-Seattle *economically* with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives two markets at the price of one. 1000 watts . . . 570 kc.

Do You Know . . .

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan *Without Any Sales Expense*

WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ

N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING . . . DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

A MESSAGE TO PUBLIC SPIRITED RADIO STATIONS AND NEWSPAPERS

By our *new process*, Direct Recording we can deliver to you, **ABSOLUTELY FREE OF CHARGE**, intimate talks on Nationally important issues by the Senators and Congressmen from your district.

●

Transcriptions delivered anywhere in the U. S. within 18 hours from the hour of recording.

●

We guarantee likelife quality with

NO NEEDLE SCRATCH!

●

Other services

WAX RECORDING

SCRIPT

COMPLETE TALENT BUREAU

U. S. Recording Co.
633-636 Earle Bldg.
WASHINGTON, D. C.

AGENCIES AND REPRESENTATIVES

SAM MOORE, head of the continuity department in the Hollywood radio office of J. Walter Thompson Co., has resigned to join William Esty & Co. Inc., New York. He was accompanied east by Stanley Holt of the Esty firm. Bob Colwell, of the New York office of J. Walter Thompson, where he is assistant to John Reber, vice president in charge of radio, has been in the Hollywood office for several weeks and is writing continuity for the Kraft-Phenix Cheese Corp. program. John Christ, producer, has been transferred from New York to Hollywood. The agency's new Hollywood office is to be ready April 1.

EDWARD A. BYRON, radio director of William Esty & Co., New York agency, has resigned, effective April 1.

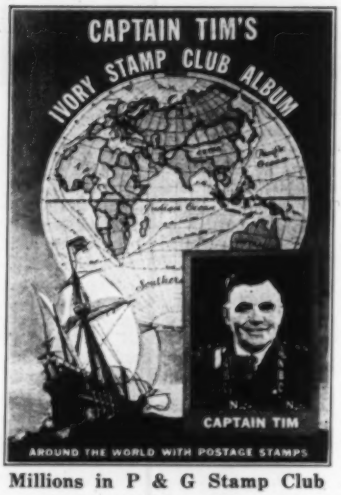
EDGAR KOBAK, whose resignation as sales vice president of NBC took effect March 1, was to report for duty with Lord & Thomas in New York as vice president on March 15 after a vacation.

FORREST MILLER, formerly a salesman of WGAR, Cleveland, has joined the radio staff of Humphrey, Prentke & Associates, Cleveland.

JOHN BLAIR, President of John Blair & Co., Chicago, arrived in Hollywood late in February during a Coast tour.

WILLIAM E. BERCHTOLD, in charge of the press bureau in the Detroit office of J. Stirling Getchell Inc., has been made account executive on the DeSoto Motor Corp. account. He will continue to supervise publicity.

FINIS FARR, radio writer of William Esty Co., New York agency, has joined the editorial department of *Time* magazine.



Millions in P & G Stamp Club

CAPT. TIM HEALY, former British army officer, believes it isn't the stamp that's exciting but the story behind that stamp. Procter & Gamble tried the idea on WDRC, Hartford, and decided the captain was right. So the program was shifted to WJZ a little over two years ago, later to NBC-WEAF and still later to NBC-WJZ network, where it now is broadcast thrice weekly. "Capt. Tim's Ivory Stamp Club Album" is offered to listeners who enclose money and Ivory soap wrappers. Some 850,000 wrote for the album, along with their coins and Ivory wrappers. The club, 500 programs old, has 2,700,000 members. Mail averages 50,000 letters a week, and totals over 3,200,000. Over 400 million stamps have been sent to all parts of the country.

ALFRED W. SCOTT has joined the staff of Beaumont & Hohman Inc., San Francisco, as account executive, and will service radio along with other accounts. He also conducts the Tuesday evening *Voyage of Discovery*, travel dramatizations, on KLX, Oakland.

FRED H. FIDLER, Shell Oil Co., account executive for the J. Walter Thompson Co., San Francisco, has returned to his desk after an illness which confined him to his home for two weeks.

STANLEY G. SWANBERG, manager of Botsford, Constantine & Gardner Inc., San Francisco, on March 23 starts a spring course in advertising for the University of California Extension Division in that city. Radio will be included with other media.

CHARLES T. AYRES, formerly assistant space buyer for Fletcher & Ellis Inc., New York, has joined the media department of Ruthrauff & Ryan Inc., New York, and will be associated with Miss Black in the radio time-buying department.

EDWARD A. ADLER, Jr., radio director and junior account executive, has resigned from Fletcher & Ellis Inc., New York.

WALTER A. KIRKWOOD, formerly with WORK, York, Pa., is now manager of the new WEST, Easton, Pa., operated by the Mason-Dixon group of six stations controlled by the Steinman brothers, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal*.

RADIO ADVERTISERS

MARTIN GILLET & Co., Baltimore (House of Lords, He-No tea) has placed its advertising with Theodore A. Newhoff Adv. Agency, Baltimore.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Peanut products) has placed its account with Gotham Adv. Agency, New York.

BLACK FLAG Co., Baltimore (insecticide) has placed its advertising with Al Paul Lefton Co. Inc., Philadelphia.

UGDA Inc., St. Paul (proprietary) has named Steuerman Adv. Agency, New York, to service its account.

UNION PACIFIC SYSTEM, Los Angeles (transport) has named L. S. Gillham Co. Inc., Salt Lake City, to handle its radio advertising in Utah, Idaho and Montana.

HOLLAND FURNACE Co., Holland, Mich., has named Ruthrauff & Ryan Inc., Chicago, to service its account.

GAR WOOD INDUSTRIES Inc., Detroit (oil burners, air conditioners) has named Farron Stevens Adv. Agency, Detroit, to handle its account.

BELL TRAILER Co., Chicago (lightweight travelers) is using radio along with other media and has named Malcolm-Howard Adv. Agency, Chicago, to place advertising.

H. E. MURRAY has succeeded William Betts as assistant director of merchandising and advertising with Dodge Brothers Corp., Detroit (automobiles).

VANCE C. WOODCOX, Detroit manager of Geyer, Cornell & Newell Inc., and account executive for Kelvinator Corp. (refrigerators) has resigned to join RCA Mfg. Co., Camden.

BURCH GREENE, advertising manager of Chrysler Corp. (autos) has resigned to become director of sales for the West Coast. For the present his work is being handled by Arthur B. Dowd, formerly his assistant.

SILVER DOME TRAILER Co., Detroit (trailers), has appointed Holden, Graham & Clark Inc., as its agency.

HARNISCHFEGER Corp., Milwaukee (engineered homes) has named Grace & Bement Inc., Detroit agency, to handle its account.

CASNATI DERM-ESTHETIC INSTITUTE Inc., New York (Lola Casnati skin products) has appointed Phillips, Lennon & Co., New York, to handle their account. Edward A. Powers is the account executive. Radio will be used.

PACIFIC GREYHOUND LINES Inc., San Francisco (bus travel), starts in April spot and transcription radio in a spring and summer campaign. The agency is Beaumont & Hohman Inc., San Francisco.

CENTRAL SHOE Co., St. Louis (Robin Hood shoes), extensive transcription user, has started The Old Scout Master, a twice-weekly studio program on KMOX, St. Louis. Marvin E. Muller, KMOX announcer, writes script and acts all parts.

SNIDER PACKING Corp., Rochester, is advertising through the Rochester Office of Stewart, Hanford & Frohman Inc., and not the New York office, as incorrectly stated in the March 1 issue.

PUBLIC SERVICE Co. of Northern Indiana is sponsoring the broadcast of the Indiana Northern Regional Basket Ball tournament March 7, 14 and 21, over WIND, Gary, Ind.

Better than 90 per cent use WLAC exclusively. If that isn't sufficient proof that WLAC *pays* as well as *pulls*, we can supply you case histories, with names and the cold figures.

J. T. WARD
PRESIDENT

Member Station
Columbia Broadcasting System
Paul H. Raymer Co.
National Representative

WLAC

Nashville, Tennessee

RADIO'S BIG BUY

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Educating Public To Note Earmarks Of the Racketeer

Better Business Bureau Series On Yankee Bringing Results

Mr. Backman

A NEW series of weekly programs exposing the fraudulent business methods of the "small time" dealer, inaugurated over WNAC, Boston, and Yankee Network, is designed to educate the public in an entertaining way so that it will not have occasion to appeal to the Better Business Bureau for aid. This is done through radio skits designed not only to entertain the radio listeners but to educate them to recognize the "earmarks" of racketeers.

Yankee Network saw the practical value of such a program to the public, as well as to business and advertising and the series is fast becoming one of the most popular features of the network. Not only is Yankee donating the time for the broadcast, but is supplying professional talent.

"The only reason that the public ever become the victims of such schemes," says K. B. Backman, general manager of the Boston Better Business Bureau, "is because they are ignorant of them. Generally, business is almost 100% honest, but a small minority of dishonest dealers prey on the public and the good name of business. Legitimate business is determined to protect the public against this small group and is using the radio to accomplish this purpose.

Reaching the Victims

"CONVINCED that the adult is and will be for a long time the natural prey of the swindlers, the Bureau has tried various means of reaching the adult. Its advertising has appeared in over 140 publications which cooperated and donated space for a description of the schemes used to swindle its readers. Messages have been carried on car bills and billboards. Illustrated posters have been placed on employe bulletin boards and places of large employment. Although intended to be interesting and entertaining, all of these messages have been what might be classed as strictly educational material.

"Unfortunately, although accomplishing a great deal of good, this type of publicity seemed to impress most, those who were already victims of these schemes. This did not accomplish the purpose which the Bureau intended, namely, to protect by prevention.

"After years of experimentation, the Bureau was forced to the conclusion that it was an extremely difficult task to educate those adults who were most commonly victimized by fraudulent business schemes. Most of them are hard-working individuals in the non-leisure class whose ideas, after the day's work was done, naturally tended toward recreation, relaxation and entertainment.

"The Bureau then conceived the idea of giving these people what they did want, namely entertainment, but to do it in such a way as to leave them with a knowledge of the 'earmarks' of the various rackets.

"Radio is ideally suited for this purpose and the Bureau decided to develop a plan in which a series of skits and playlets dramatizing the various schemes would be presented. Besides being entertainment, the skits are authentic in every way. They emphasize features which have the greatest public appeal and have some place in the skit. The scheme must be exposed with an explanation, understandable by the masses, of the weaknesses or fraudulent nature of the proposition."

The schemes which have so far been prepared cover a wide variety of subject and relate to practically all types of business. The investment banker is interested in the exposé of the bucket racket and the switch and sell schemes. Furniture and jewlery and fur retailers in the auction sales scheme; real estate in the free lot scheme; beauty shops in the free permanent wave schemes; photographers in the picture enlargement schemes; advertising agencies in the puff sheet scheme; welfare agencies in the charity merchandise scheme, etc., etc. In practically all lines of business there is a small fringe of swindlers.

Mr. White Robbed

T. J. WHITE, general manager of Hearst Enterprises, including Hearst Radio Inc., woke up March 9 in his Willard Hotel room in Washington to be greeted by "I don't want to kill you", uttered by a robber who was fingering a pistol. The intruder helped himself to $130 in cash, and cuff links and then locked Mr. White in a clothes closet. The Hearst manager forced open the door later on and summoned the hotel manager who in turn notified police.

AWARDS PLANNED BY WOMEN'S GROUP

THE Women's National Radio Committee, which last year presented four awards for the best sustaining and best sponsored programs on the air, has increased the number of awards to five and changed the classifications, according to Mrs. Harold Vincent Milligan, New York, the chairman. Selection will be by popular vote.

Awards will be made for the best program of serious music, the best program of lighter music, the best nonmusical program, the best educational program and the best children's program. Awards will go to programs specifically created for radio.

"We are following this policy because the primary purpose of the annual awards contest is to encourage broadcasters and advertisers to exercise more originality as well as to follow higher standards of taste in the creation of their programs," Mrs. Milligan said. "We believe that the development of a radio literature is just beginning and that there is limitless opportunity for the employment of creative artists of high type who will evolve programs that will combine cultural value with popular appeal."

Presentation of the awards will be made not to artists, but to the commercial sponsors, the broadcasting companies or the individual radio stations which have presented the winning programs, Mrs. Milligan said.

The poll to determine popular reaction to current radio fare was launched when the Committee mailed 5,000 ballots to key people.

At those VITAL SPOTS you've simply gotta have

Balanced Coverage

Get it in NORTHERN CALIFORNIA from

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND
and on the Coast from the WESTERN NETWORK

"Balanced coverage" simply means that your message is received in various sections in proportion to population distribution. Ask your John Blair man to prove the balanced coverage of KSFO and the Western Network.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager
National Representatives:
JOHN BLAIR & CO.

We were interested to learn from our dealer organization which Oklahoma station they would prefer to carry RCA and Electrolux broadcast advertising . . . sent questionnaires . . . were really amazed at the overwhelming preference for WKY expressed by our dealers throughout the state . . . Out of a possible 93 votes, WKY was the first choice with 67 . . . This leaves little doubt in our minds as to which station is listened to most by Oklahomans.

HALES-MULLALY, INC.
State Distributors
RCA-Victor, Electrolux

WKY Oklahoma City
Affiliated with The Daily Oklahoman, The Times & The Farmer-Stockman
E·KATZ SPECIAL ADVERTISING AGENCY·*Representative*

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Rich SPOTS for

WGH
NEWPORT NEWS · NORFOLK
VIRGINIA
Affiliated with the Virginia Broadcasting System

General Motors Extends

GENERAL MOTORS Corp., Detroit (institutional) has extended the present *General Motors Symphony Concerts* series to and including Easter Sunday, April 12. The two-week extension may lead to a renewal until late spring. Guest stars for the additional concerts had not been selected as BROADCASTING went to press but the Easter Sunday broadcast will originate from The Industrial Men's Association auditorium in Flint, Mich. The General Motors chorus will participate in this broadcast, which will be witnessed by employes of General Motors. Campbell-Ewald Co. of New York is the agency.

During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.

KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

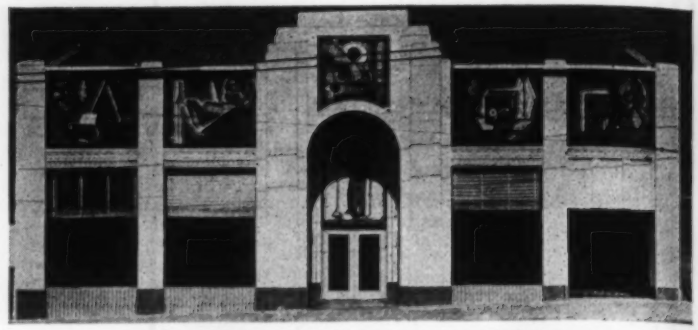
CONQUEST ALLIANCE COMPANY

NEW YORK, 915 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Allegheny Steel Co., Brackenridge, Pa.
Beaumont Laboratories, St. Louis (4-Way cold tablets)
N. J. Breitenbach Co., New York (Gude's Pepto-Mangan)
California Fig Syrup Co., Wheeling, W. Va.
The Haley M-O Co., Geneva, N. Y. (milk of magnesia)
Zerbst Pharmacal Co., St. Joseph, Mo. (cold tablets)
Massachusetts Mutual Life Ins. Co., Springfield, Mass.
New England Mutual Life Ins. Co., Chicago
Phoenix Mutual Life Insurance Co., Hartford, Conn.
Kroger Grocery & Baking Co., Cincinnati (coffee)
The Florida Citrus Commission, Lakeland, Fla.
National Biscuit Co., New York
Olson Rug Co., Chicago
International Bedding Co., Baltimore
Hickok Oil Corp., Toledo, O. (gasoline & oil)
Seaboard Oil Co., Chicago (gasoline & oil)
Stott Briquet Co., St. Paul (coal)
American Gas Assn., New York
Metro Art Studios, New York (photographs)
Binney & Smith, New York (Crayola, paste & paints)
Chicago Mail Order Corp., Chicago
Consolidated Bi-Products Co., Philadelphia (Marco dog food)
Hartz Mountain Products Inc., New York (birds, fish & foods)



Transcription Firm Acquires Own Building

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, and a pioneer of more than eight years in the recording business, will move its entire plant to Hollywood within the next 30 days, C. P. MacGregor, president of the corporation announced March 9, upon his return to San Francisco from southern California where he completed arrangements for the transfer. The concern has bought the 1½ story reinforced brick building at 729 South Western Ave., formerly occupied by Transigram Sound Corp. The transaction, including many improvements, involves approximately $50,000. The entire San Francisco plant will be moved to the new location, and when completed, the setup will represent an investment of more than $85,000, according to Mr. MacGregor. The building contains two large studios, an auditorium studio seating 200 persons; library; lounging room for artists and executive offices for those in charge of various departments.

STANDARD RADIO Inc., Hollywood transcription library producers, announces the completion of a special exclusive arrangement with the Society of European Stage Authors & Composers Inc. (SESAC) for inclusion in its library service of the SESAC repertory. Under the terms of the arrangement, all copyright fees are absorbed by Standard.

J. H. BARKER Jr., for six years managing director for Western Electric Co. in Australia, has been appointed Australia-New Zealand representative of Associated Music Publishers Inc., New York transcription library producers. He will sail in the middle of March from Los Angeles.

CLYDE L. WOODS, formerly of Cleveland stations and recently an executive with Humphrey, Prentke & Associates Inc., Cleveland, on March 15 will become associated with the Hollywood headquarters of the Radio Transcription Co. of America to head its newly formed department of public relations. The new department will service sales to clients with complete merchandise plans to accompany programs.

McCLATCHY NEWSPAPERS, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco transcription concern for its entire service, to be released over KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada. Other new subscribers to the entire service since March 1 are KOIN, Portland; KOL, Seattle; KHQ, Spokane; KMO, Tacoma; KIT, Yakima, Wash.; KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.; KRNR, Roseburg, Ore.; KFJI, Klamath Falls, Ore., KIEM, Eureka, Cal.; KHSL, Chico, Cal.

STANDARD RADIO Inc., Hollywood, announced March 7 its entry into the foreign transcription field. Foreign representatives appointed included E. A. Weir, 1 Toronto St., Toronto; Kenneth Hall, 150 Regent Street, Chatham House, London, Eng.; and A. E. Bennett, 29 Bligh St. London, W. I. Australia.

EQUIPMENT

EXTENDED reverberation periods, or echoes, will be produced scientifically in NBC Chicago studios with completion of two echo chambers, according to Howard C. Luttgens, NBC central division engineer. They are believed to be the first in the Midwest.

WESTERN ELECTRIC Co. announces a newly-perfected high-efficiency circuit for radio frequency amplification, applicable particularly to broadcast transmitters. It is said to double efficiency in the linear power amplifier stage and is the result of applying to radio transmitters the Doherty high-efficiency circuit.

WEBSTER Co., Chicago, is now licensed to manufacture sound systems under patents of Electrical Research Products Inc., Western Electric & A. T. & T. subsidiary. The company's new MP-420 mobile equipment operates either from 6 volt DC or 110 volt AC power. A catalogue of the Webster line has just been issued.

GERALD B. MILLER has been named by Brush Development Co., Cleveland, to represent the company's products in the Southern California territory. His headquarters are at 8208 Santa Monica Blvd., Los Angeles.

Telephone Inquiry Set

ANNOUNCEMENT was made March 4 by the FCC Telephone Division that initial public hearings on its investigation of the telephone industry, embracing all of the A. T. & T. companies, will begin March 17. The hearings will be pursuant to the resolution adopted by Congress just a year ago ordering an investigation of A. T. & T. Among other things, the investigation embraces broadcasting line rates.

NO WRONG NUMBERS HERE . . . YOU "GET" WESTERN MONTANA WHEN YOU *USE* . . .

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA • NEW YORK • CHICAGO

WALTER BIDDICK CO. • PACIFIC COAST

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | KJR NBC-Blue

National Representatives — EDWARD PETRY & CO.

Changes, Additions In 1936 Year Book

ADDITIONS and corrections to the 1936 Year Book of Broadcasting, which was mailed last month to all subscribers to BROADCASTING Magazine, should be made as follows:

On Page 102, in the Directory of Broadcasting Station Representatives, eliminate the firm of Jackson & Moore, now dissolved, and list Lowell E. Jackson as New York radio manager of E. Katz Special Advertising Agency. On same page, add New York office for Fergason & Aston, with address 234 W. 56th St., and with G. Seaton Wasser and James M. Wade as managers. On same page also add Export Broadcasting Service, newly organized for overseas radio business, with offices at 285 Madison Ave., New York, and telephone number Caledonia 5-2500.

On Pages 116-120, in the Directory of Transcription, Recording, Program Producers and Talent Services, add: Leonard F. Winston, 11 W. 42d St., New York City, Pennsylvania 6-8933, transcriptions and programs; Broadcast Builders Inc.. Hanover, N. H., programs; Sherman Sound Studios, 22 W. 98th St., New York City, recording; Interstate Broadcasting Co., 1008 Marshall Bldg., Cleveland, programs; Dalzell Sound Recording Studio, 1431 Pine St., St. Louis, recording. In same directory, change name of Freeman Lang Studios to Associated Cinema Studios, and list F. W. Purkett as manager. Also eliminate Paramount Recording Studios, Hollywood, and Transcontinental Broadcasting Co. Inc., Los Angles.

On Pages 125-128, in listing of newspaper ownership and control of radio stations, correct listing of KWKH, KTBS and KWEA, Shreveport, La., to indicate ownership by *Shreveport Times* only. Also list WTHT, newly authorized for construction by the Hartford Times at Hartford, Conn., under Connecticut state listing instead of in the Massachusetts list.

On Page 142, in classified directories, correct address of Edgar H. Felix, consulting engineer, to 32 Rockland Place, New Rochelle, N. Y., and in same classification W. Van Nostrand should read "Van Nostrand Radio Engineering Service" and should also be listed as a frequency measuring service.

On Page 164, in National Broadcasting Co. rate card, insert stations WCSC, Charleston, S. C., and WFBC, Greenville, N. C., in Southeastern group, with rates of $120, $72 and $48. Eliminate name of Edgar Kobak from list of officials.

Current changes in agency and advertiser directories can be made from "Agencies and Representatives" and "Radio Advertisers" classifications in current issues of BROADCASTING.

WDBJ, Roanoke, Va., on March 10 was authorized by the FCC to increase its daytime power from 1,000 to 5,000 watts.

AIDING THE BLIND
Drive Begun to Stop Objection To Program Resumes

A CAMPAIGN to combat rising objection to five-minute program resumes for the benefit of the 120,000 blind in this country has been started by the American Foundation for the Blind, according to Robert B. Irwin, executive director.

"The Foundation can sponsor without reserve a gracious service without which blind radio listeners might be unable to select the entertainment and educational features prepared for the day," said Mr. Irwin. "In designing its own talking book-radio combinations, the Foundation long ago decided to equip the machines with Braille dials so that the apparatus is independently in the hands of the blind operator.

"Daily resumes multiply the usefulness of radio to the blind many times. I am sure no one would object if the true reason for the service were known."

The Foundation has distributed some 4,000 radios and the Red Cross, cooperating with NBC, supplies without cost all labor needed in preparing the expensive plates used in Braille notebooks for the use of the blind in conjunction with the *NBC Music Appreciation Hour.*

G. O. P. Adds Radio Staff

THEODORE F. ALLEN and C. M. Bolson are the latest additions to the radio staff of the Republican National Committee under the direction of Thomas Sabin. Mr. Allen recently was a member of the NBC sales department, and Mr. Bolson formerly was a lecturer on advertising and allied subjects at Indiana University, and has served on the educational committee of the Association of National Advertisers. Mr. Bolson will be in charge of special merchandising and research for the radio division of the Republican National Committee. Both men are temporarily assigned to the New York office, with more definite assignments to follow.

CJKL, Kirkland Lake, Ont., has been authorized by the Canadian Radio Commission to shift to 530 kc. and boost its power from 100 to 1,000 watts, and expects to have its new transmitter in operation in April.

Goetz Beer Discs

GOETZ BREWING Co., St. Joseph, Mo., during the week of March 15, begins a new series of 26 quarter-hour WBS transcription programs on 19 Western stations. The program will be entitled *Goetz Country Club*, a musical broadcast. Stations are KFAB, KGBX, KIDO, KMBC, KMOX, KVOO, WHO, KRNT, KFEQ, WMT, KFRU, KOA, KSCJ, KTAR, WOW, WOC, WNAX, WKY, KVOA. Potts-Turnbull Co. Inc., Kansas City, Mo., placed the account.

WJAS, Pittsburgh, was authorized by the FCC March 10 to increase its day power to 5,000 watts, with 1,000 watts night, effective May 19.

STATION TESTED PROGRAMS!

WROK

ROCKFORD, ILL.

Delivers a PROVED AUDIENCE with its popular local programs in NORTHERN ILLINOIS and SOUTHERN WISCONSIN

LOCAL STORE INCREASES VOLUME 42 PER CENT

Last Fall a local clothing store eliminated several forms of advertising, put the money into time on Station WAVE . . . *increased volume 42 per cent, "the greater part of which is due alone to WAVE!"*

We'd like an opportunity to prove to *you* that WAVE alone can do your job in Louisville—the city that does 25 per cent of all retail business in Kentucky. . . . NBC

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

LANG-WORTH planned programs
TAX FREE DANCE MUSIC
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

WTAR
NORFOLK, VIRGINIA

New Lever Bros. Series

LEVER BROTHERS Co., Cambridge (Lifebuoy, Rinso) will begin a new series of musical programs over a CBS network starting March 24, Tuesdays, 8:30 - 9 p. m. Isham Jones and orchestra, Ken Murray, Pat Padgett & Pick Malone (Pick and Pat) and another singer, possibly Patti Chapin, will be the talent. The network will be as large as that used for the *Lux Radio Theatre* also sponsored by the company, if the necessary stations can be cleared. The period is that now used by Packard for Lawrence Tibbett, which signs off March 17. Ruthrauff & Ryan Inc., New York, services the account.

Supreme Court
OKAYS
TVA
•
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

STUDIO NOTES

THREE New York theaters are now the locus of WOR programs heard both locally and over MBS. United Cigars' *Good Evening Serenade* Friday nights and the same sponsors *Yours Sincerely* Sunday go from the WOR-Mutual Playhouse (New Amsterdam Roof Theater) to MBS, and on Saturdays Borden's *Lou Little Club* is heard locally from that place. Sundays the *National Amateur Night* sponsored by Health Products Co., starting April 12, will be fed to MBS from the Lyceum Theater, with WINS as New York key. From the Brooklyn Fox on Wednesday night WOR carries the unsponsored *Husbands & Wives* feature, also sent to MBS, with Sedley Brown and Alfie Lowe Miles.

CBS on March 9 started a sustaining series featuring five prominent women as commentators, appearing weekly on successive days, 9:30-9:45 a. m. The speakers are: Thyra Samter Winslow, books and cooking; Mrs. John S. Reilly, advice to mothers; Hildegarde Fillmore, beauty; Grand Duchess Marie, manners and etiquette; Beatrice Fairfax, heart problems.

NEWSPAPERS in Omaha, Council Bluffs, Ia. and Lincoln, Neb., are using time on Central States Broadcasting Co. to push circulation of their papers. On KOIL the *Omaha World-Herald* and the *Council Bluffs Nonpareil* now have time, while in Lincoln the *Lincoln Journal* and *Lincoln Star* have adopted radio as a means of advertising. The newspaper time on the air is either through an advertising trade agrement or a program agreement with the broadcasters.

Kendall B. McClure of WOAI

ITS OWN news service, with national news supplied by INS, is being operated with considerable success by WOAI, San Antonio, which has a local news staff of five and regional correspondents throughout its service area. News editor, who also handles the mike, is Kendall B. McClure, formerly a regular commentator on Texas stations and widely known writer of fiction and radio continuities in the Southwest. McClure has also appeared on various sponsored programs with his *Here and There in the Headlines*. His editorial assistant is Edwin Fisher.

THE first direct network program from Puerto Rico was heard March 7 over MBS when Maj. Gen. Blanton Winship, governor of the island, spoke from the radio and telephone station at San Juan. Also heard were a number of players on the Cincinnati baseball club, training at San Juan. The broadcast was arranged through International Telephone & Telegraph Co., which opened lines to Puerto Rico in February.

TWO leading Southern railways, Louisville & Nashville and Nashville, Chattanooga & St. Louis, used radio recently to contact employes unable to attend a meeting of 6,000 employes of the two roads. The broadcast, over WSM, Nashville, was brought to employes on the job by radio dealers who placed sets in railway shops and offices. In addition, the railway message was brought to the public through the program.

FINDING that Chicago's late evening radio offerings are nearly 100% dance music, H. Leslie Atlass, Chicago CBS vice president, has ordered his staff to use some of this midnight time on WBBM, CBS key in Chicago, to try out new program ideas. One of the first is the *Musical Weather Man*, featuring announcer Thomson Bartlett, who will read last-minute weather forecasts for nearby states while Eddie House, singing organist, salutes them with state and college songs. This program is broadcast nightly 1:15 a. m.

KARRY DAVIDSON, continuity editor, of WAAF, Chicago, is now writing and presenting a new feature each Tuesday, Thursday and Saturday at 10:30 a. m. Larry, billed as "The Answer Man", asks and answers 20 questions on a variety of interesting subjects. A short interval between the question and answer is allowed to give the listener time to think of the answer.

THE *Buddha's Amateur Hour*, sponsored by the Marin Dell Milk Co., San Francisco, on KFRC, that city, is awarding an unusual monthly prize to winners. Once a month, winners of the weekly show, heard Saturdays, 8 to 9 p. m., are judged in a final competition. Amateur winning the final contest gets a free airplane ride to New York, with three days in that city, all expenses paid. Plus a liberal allowance, the amateur also gets a CBS audition and a stage appearance at Radio City Music Hall. There is a waiting list of 3,000.

DES MOINES schools broadcast music courses on KSO when schools were closed ten days in February due to a coal shortage. Lesson sheets in musical appreciation were printed four mornings in *The Des Moines Register*. Programs were aired at 10:45 a. m. with the director of school music, L. E. Watters in charge. Studies were based on a concert of St. Louis Symphony orchestra in Des Moines.

RESUMPTION of the *Utah Senators in Washington* broadcast after an absence of six weeks, has been announced by KDYL, Salt Lake City. The programs present the radio letters of Utah's two senators, Thomas and King, telling of interesting proceedings in the nation's capital. This marks the third consecutive year the radio letters have been broadcast.

A NEW series on WNEW, Newark, is entitled *Embarrassing Moments*, with listeners invited to submit blushing experiences. Those accepted net the sender a dollar and they are asked to broadcast the experience. Another feature is *Junior G-Men* dramatizing official police records in which boys have played active parts in efforts to combat crime.

KOIL, Omaha, is broadcasting safety talks by police, reports of stolen and recovered autos, and other police questions under the title *Omaha Police Bulletin*. Important accidents are reviewed on each of the daily programs.

KOIL *is...*
"Reaching and Selling"

HERZBERGS
Quality Apparel for Women and Children
1516-21 DOUGLAS STREET
OMAHA - NEBRASKA

February 25, 1936

Mr. John M. Henry
Manager KOIL
Omaha National Bank Bldg.,
Omaha, Nebraska

Dear Mr. Henry:

Perhaps you would be interested in the results of our one day radio sale of Gotham Gold Stripe hosiery, which was held Tuesday February 18.

Our regular daily program and announcements over KOIL was the only form of advertising used and our total sales for the day amounted to 2400 pairs.

Trusting our pleasant relations of the past three years may be continued, I am

Very truly yours,
David Goldman
Secr'y and Treas.

DG:ML

Three Successful Seasons

This is the third consecutive year HERZBERGS has successfully used KOIL to consistently increase its sales.

Many letters such as this evidence the accomplishment of KOIL's first purpose: to make all clients' advertising REACH and SELL people in the KOIL-Area!

2500 Watts Day — KOIL — 1000 Watts Night

OMAHA - COUNCIL BLUFFS

Free & Steininger, Inc., National Representatives

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

WDGY, Minneapolis, has an early morning feature titled the *Alarm Clock Parade*, which features the Maniac Hotel on Ascap St. in Musicland. The idea is that the "clerk" wakens bands supposedly staying at the hotel and paying for their rooms by playing a recorded number in the morning. Commercials on the hour are handled as telegrams arriving at the desk of the hotel. After musical background at the opening of the feature, an alarm clock rings, the hotel clerk snores, then bellhops call for the orchestras. Weather and time are given by the clerk when he calls to wake up one of the bands. The band leader orders breakfast and a commercial announcement is worked into the talk.

SLOVENIANS of Minnesota's Iron Range have banded together to purchase a full hour for sponsorship of a native program over WMFG, Hibbing, which reports that the Finns, Swedes and Italians are doing likewise. The large foreign population of this area has made the station's foreign language programs extremely popular.

WHEN WPTF, Raleigh, N. C., goes on the air with the *Esso Extra* news program sponsored by Standard Oil Co. of New Jersey, the reporter never knows when Marschalk & Pratt Inc., New York, the agency, may be listening. Frequently the agency phones for a wire relay one minute before the program goes on the air, the announcer not being informed the sponsor's agency is listening.

THE *Pantry Parade*, cooking school of WHIO, Dayton, presented for a half-hour four mornings weekly following the local police court program (most popular show in this listening area) is the strongest commercial presentation on the station. Conceived, designed and written in one week, it was sold to eight cooperative sponsors before the show was auditioned. Sponsors include a chain grocery company, IGA; a milk dealer, Himes Brothers; a bread company, Dayton Bread; a meat packer, Sucher Packing Co.; Frigidaire; Gas Refrigerator Sales Co.; Laurel Biscuit Co., and Dayton Spice Mills.

A CLEVELAND automobile dealer is broadcasting on WGAR with a straight-from-the-shoulder program in which the used car sales manager is interviewed on questions suggested by listeners.

KFWB, Hollywood, early in March started a radio beauty contest nightly at 11 p. m. with Wen Niles at the microphone. At the end of 60 days the contest will close and winners (selected from photographs) will be awarded a grand prize of a Warner Bros. contract, followed by merchandise awards for second, third and fourth places.

THE death rattle of a snake startled listeners to WFBL, Syracuse, during a remote from the Rotary Club where John Raymond, national snake authority, was speaking. Part of his presentation to the Club was showing six deadly snakes, among them a diamond back rattler. This was the one Mr. Raymond teased into coiling and rattling so that the sound was heard over the air.

KHJ, Los Angeles, has formally opened a transcription department after several months of experimenting and installation, with C. C. McDonald as the recording supervisor. The installation is a double turntable outfit for either instantaneous or wax recording and can be used for air checks, direct line recordings or for studio usage such as rehearsals, auditions and other similar programs. The station has also equipped its sales force with a playback valise outfit with which auditions can be given on transcriptions in the privacy of a sponsor's or agency office.

KFRO has its studios and transmitter on Radio Street, in Radio Addition, Longview, Tex.

THUNDER SCREEN
Ray Kelly Makes Discovery as He Performs Chore

CANNON booms, surf and thunder are produced from one sound effects machine, since Ray Kelly, NBC chief sound technician in New York, heard faint vibrations from a screen he was removing from a window in his home. The result was the thunder screen, which has an electrical phonograph pickup head to provide several sound effects backgrounds for NBC dramatic programs. The phonograph pickup changes into electrical impulses the almost inaudible physical vibrations resulting from tapping the screen with drumsticks or rolling shot across it.

When taking off the screen at his home, Kelly inadvertently tapped it with the screwdriver. Realizing that agitation of the screen in various ways would result in fundamentally true-toned sounds could they be amplified, Kelly immediately started experimenting.

The machine is a screen mounted on a swivel so it can be placed in a vertical position for producing thunderclaps and cannon booms by striking the screen, or seesawed to roll shot across it for surf sounds. The phonograph pickup is affixed to the edge of the screen and feeds impulses into the loudspeaker on the sound turntable.

SAN FRANCISCO and Oakland radio editors were guests of Guy C. Hamilton, general manager of the McClatchy Newspapers and radio chain, over the weekend of March 7, visiting the recently opened KFBK studios at Sacramento, Cal. In the party were Oscar Fernbach, radio editor, *San Francisco Examiner;* Claude La Belle, radio editor, *San Francisco News;* Howard Needham, radio editor, *San Francisco Chronicle;* and Paul Nathan, radio editor, *Oakland Post-Enquirer.*

THE *Knoxville News-Sentinel*, affiliated with WNOX, is using the station now for a variety of promotional programs. These include four news broadcasts daily, Sunday news preview, *Bob and Mary*, a song program promoting want ads, an hour dramatization of the comics every Sunday, and a weekly cooking feature.

AFA Convention Plans

PLANS are being completed for the 32d annual convention of the Advertising Federation of America, to be held in the Hotel Statler, Boston, June 28-July 2, with committees now functioning under local chairman Frank A. Black. Those intending to attend have been urged to make early hotel reservations through Edmund S. Whitten, secretary of the Advertising Club of Boston, Hotel Statler.

MAJ. GEN. JAMES G. HARBORD, chairman of RCA and former chief of staff of the A. E. F., has written a new book *The American Army in France* which came off the presses of Little, Brown & Co., March 6.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
548 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

REPEAT SPONSORS ON NBC INCREASE

THE proportion of 1935 NBC advertisers who had used NBC networks previously was 84%, the figuring being the best in the network's history. In 1928, when network radio was quite new, the figure was 36.9%; in 1929, 52.5%; in 1930, 55.8%; in 1931, 58.1%; in 1932, 75.7%; in 1933, 70%; in 1934, 80%.

Last year 95.1% of NBC's gross revenue came from advertisers who had used NBC previously. Average expenditure per NBC advertiser last year was $207,660, an increase from $157,252 in 1934. Unit volume was divided as follows: 5 (3.4%) spent over $1,000,000; 10 (6.8%) spent from $500,000 to $1,000,000; 23 (15.5%) spent from $250,000 to $500,000; 29 (19.6%) spent from $100,000 to $250,000; 25 (16.9%) spent from $50,000 to $100,000; 56 (37.8%) spent $50,000 or less.

Pittsburgh Glass Spots

PITTSBURGH PLATE GLASS Co., Pittsburgh (paint, glass) has started half-hour musical programs over six stations. Programs are library recordings and are broadcast during evening hours. The discs series supplements the NBC-WJZ program Thursdays. Stations are WNOX, KVOO, KOA, KFYR, KIDO, KSTP. Batten, Barton, Durstine and Osborn Inc., New York, places the account.

MR. E. H. RIETZKE — PRESIDENT OF CREI

Don't Let Lack of Technical Training Give You The "Gong"!

The man who is better than his job requires . . . is the man who gets ahead! Lack of technical training and the entrance of new automatic equipment is going to force many operators into the background unless they realize that TECHNICAL TRAINING *right now*, is an "insurance policy" for the future!

● *(aside to executives)*

Free Catalog Sent on Request

Our present residence class graduates in June. These men have the necessary background and training to fill your most exacting positions. Several of these young men will be available. You are invited to write for detailed descriptions of these men.

CAPITOL RADIO ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-3
WASHINGTON, D. C.

CREI

Non-Directional mike picks-up from all sides. Order yours from Graybar today!

$70 in U. S. A. including jack and 20' of shielded cord.

Western Electric
NON-DIRECTIONAL MIKE
Distributed by GRAYBAR *Electric Company*

Is Your Name Here?

The I. J. Fox Company
Personal Finance Company
Maryland Pharmaceutical Co.
The K. B. Company
Cleveland Von Company
Ohio Smelting Company
Crazy Water Crystals Co.
E. W. Rose Company (Zemo)
Smerdas Music House
Karnack-Ambrosia Company
Watch Tower Radio Service
Cleveland City Mission
Saunders System
Max Rosenblum
Burts, Inc.
Wanda Furniture Company
White Cross Beauty Products
Havre Department Store
Brazis Brothers Clothing
H. Blonder Company
Sidney Rose, Clothier

SMART ADVERTISERS USING **WJAY** FOR FIVE YEARS

Reason? RESULTS!

WJAY HAS MORE LOCAL CLIENTS THAN ANY OTHER STATION IN CLEVELAND

Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

SUPERVISING RADIO SALES

Classification of Prospects and Accounts Proves a Business Booster and Systemizer

By EDWARD P. SHURICK
Assistant General Manager
WDGY, Minneapolis

FIVE YEARS ago, when commercial sales manager for the Minneapolis office of KSTP, I devised a system of radio sales supervision which increased our sales materially. It is known as the "Protected Sales System", now in use by a number of stations.

The system is divided into four classifications (1) assigned accounts, (2) temporary accounts, (3) seasonable accounts, (4) accounts on the air. Each salesman is given a list of 31 assigned accounts which represent 31 different concerns in his territory. These are posted on the assigned account cards. These accounts belong to the salesman whether or not he closes the business, comes in by mail, or is brought in. In return for this protection he must properly service the list.

Landing Prospects

IN TRAVELING around over his territory, the salesman naturally runs into new business. As soon as he finds a new prospect he calls the station and asks for protection. A check of the cards in the "temporary account" file is made. It it does not appear on any of these cards the salesman is given temporary protection and a card is filled out which goes into the temporary account file. It remains here for a period of 30 days, giving the salesman an opportunity to work up an account with the prospect. At the end of 30 days the card comes up for attention. The salesman either renews the prospect for another 30 days or drops it. If it is dropped it goes to the "unassigned file" which is a list of all potential accounts in the territory.

When an account is sold it goes to the "accounts on the air file" where it remains until the contract expires. A new account is added to the "assigned account file".

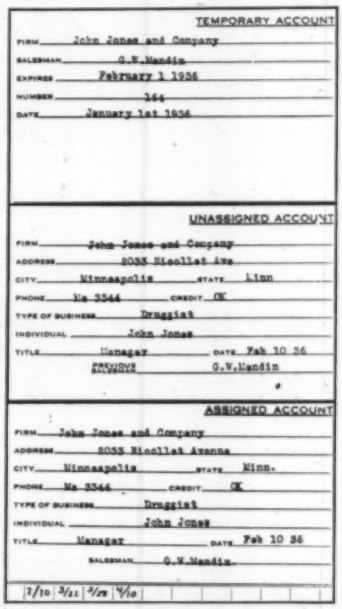
A salesman may turn in any number of acounts he desires from his assigned account file and for each one he will receive a new account which then becomes an assigned account. The accounts turned in are placed in the unassigned account file . . . until desired by some other salesman.

The "seasonable account" file contains a list of accounts that are seasonable in nature such as coal, summer resorts, etc. Salesmen are required to turn in daily reports of calls made and these are posted on the cards so that a permanent record can be kept.

The advantages of this system are:

1. It gives the salesman a definite list on which to work, without the interference of other salesmen or executives of the station.
2. By adding and taking off the assigned list the list, itself, is always active.
3. It allows the commercial manager to keep his hands on the activities of the men under him.
4. It prevents confusion due to having three or four salesmen call on the same account.
5. The temporary assigned file gives the salesmen protection while developing a new account.

Sales promotion letters are sent out to the accounts on the assigned account file from time to time and these letters are signed by the salesman that has the account to his credit. Incidentally, salesmen under this plan are called account executives . . . a title which, we find, adds more dignity to their work.



TEMPORARY ACCOUNT
FIRM John Jones and Company
SALESMAN G.W.Mandin
EXPIRES February 1 1936
NUMBER 144
DATE January 1st 1936

UNASSIGNED ACCOUNT
FIRM John Jones and Company
ADDRESS 2033 Nicollet Ave
CITY Minneapolis STATE Minn
PHONE Ma 3344 CREDIT OK
TYPE OF BUSINESS Druggist
INDIVIDUAL John Jones
TITLE Manager DATE Feb 10 36
SALESMAN G.W.Mandin

ASSIGNED ACCOUNT
FIRM John Jones and Company
ADDRESS 2033 Nicollet Avenue
CITY Minneapolis STATE Minn.
PHONE Ma 3344 CREDIT OK
TYPE OF BUSINESS Druggist
INDIVIDUAL John Jones
TITLE Manager DATE Feb 10 36
SALESMAN G.W.Mandin

2/10 3/22 3/22 4/10

KEEPING FILES—Here are three of the four cards used by WDGY to keep an orderly record of its various prospects and accounts.

NBC Sales Meeting

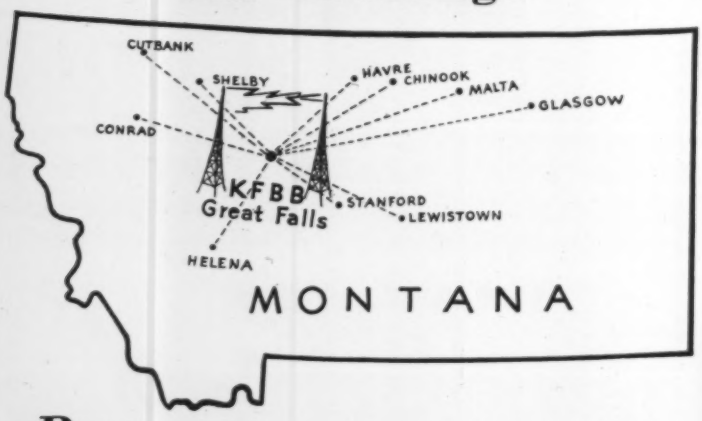
LOCAL and national spot sales promotion were discussed March 2-3 in New York at conferences of advertising and sales promotion executives of NBC-owned and managed stations with William S. Hedges, manager of NBC operated stations, E. P. H. James, manager of advertising and sales promotion, and Reginald M. Brophy, manager of station relations. Among those present were H. A. Woodman and Lynden Morrow, KDKA, Pittsburg; J. R. MacPherson, KOA, Denver; J. A. Holman and George Harder, WBZ, Boston; Kolin Hager and A. MacDonald, WGY, Schenectady: Vincent Callahan and John Dodge, WRC-WMAL, Washington; Vernon H. Pribble and Howard Barton, WTAM, Cleveland; Emmons C. Carlson, WMAQ-WENR, Chicago; David McKay, KPO-KGO, San Francisco.

For Better Reception

KSTP, St. Paul, is pioneering better radio reception in that region by its *Getting the Most Out of Your Radio* series, devised by Hector Skifter, technical supervisor, Lester Carr, chief engineer, and Thomas Dunning Rishworth, educational director. The first program, which started this month, demonstrated the results of cutting off certain frequencies and asking the listener to observe the effect on quality of transmission. The series is designed to help give the advertiser the full advantage of his programs by improving reception and encourages use of service engineers.

DOROTHY THOMPSON, author and correspondent, and wife of Sinclair Lewis, on March 17 joins the Woman's Radio Review on an NBC-WEAF network.

Our Advertisers Prove Our Coverage



RETAIL merchants in ten towns (one town 219 miles from Great Falls) use KFBB for complete coverage of their local markets.

These merchants, by watching results, know that radio advertising over KFBB is a profitable investment.

Let us establish your product in this responsive area —a trial campaign will convince you.

K F B B

2500 Watts Day *1000 Watts Night*

GREAT FALLS MONTANA

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

SOLD OUT
WAITING LIST ONLY FOR SPOT ANNOUNCEMENTS
WLBC—MUNCIE, INDIANA

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

MEDIUM PROMOTION
Retailers Told How to Make the Best Use of Radio

A GOOD example of how radio officials can promote the medium before advertising groups is provided in a recent address by Campbell Arnoux, manager of WTAR, Norfolk, at the annual joint convention of the Virginia Association of Retail Clothiers and Furnishers and Men's Apparel Club, held at the Hotel Cavalier, Virginia Beach, Va.

A resume of government vs. private broadcasting and a sketch of radio's growth was followed by a review of radio's advantages as an advertising medium. Mr. Arnoux gave figures on 1935 time sales compared with 1934 and showed how different industries use the medium.

Several pertinent questions about radio were propounded and answered by Mr. Arnoux. They were: "Is it here to stay? How many people listen? Has it proven itself as an advertising medium? Can it promote my store and sell goods for me? If so, how can I best use it?" Advantages of institutional and direct selling campaigns were listed by Mr. Arnoux.

HAMILTON CARHARTT OVERALL Co., Detroit and Carhartt Park, Ky., will use a limited number of radio stations in urban centers to make a test campaign in the early stages of a new national campaign to be undertaken shortly. C. E. Rickerd Adv. Agency, Detroit, has been appointed to handle the account.

Rift in NAB Ranks

(*Continued on page 11*)

new board will govern whatever future course may be taken.

The four officers up for reelection at the next convention are President Fitzpatrick, WJR, Detroit; Charles W. Myers, KOIN-KALE, Portland, Ore., first vice president; Edward Allen, WLVA, Lynchburg, Va., second vice president; Mr. Levy, WCAU, Philadelphia, treasurer.

Members of the board of directors whose terms expire at the convention are Arthur B. Church, KMBC, Kansas City; F. M. Russell, WRC-WMAL (NBC), Washington; I. R. Lounsberry, WGR-WKBW, Buffalo; H. K. Carpenter, WHK, Cleveland; W. S. Hedges, WEAF-WJZ (NBC), New York; Gardner Cowles Jr., KSO-KRNT-WMT, Des Moines and Cedar Rapids, Ia. All these vacancies will be for three-year terms.

Board members who will have one additional year to serve are Alfred J. McCosker, WOR, Newark; Harry C. Butcher, WJSV (CBS), Washington; John J. Gillin Jr., WOW, Omaha; S. Gordon Persons, WSFA, Montgomery, Ala. Those board members who will have two years to serve are Ralph R. Brunton, KJBS, San Francisco; T. W. Symons, Jr., KFPY, Spokane; W. W. Gedge, WMBC, Detroit; J. O. Maland, WHO, Des Moines; Edwin Craig, WSM, Nashville.

Membership Problems

ON THE network-independent issue, it has been clearly brought out that not all of the independents are anti-network insofar as NAB affiliation is concerned. Some of them, it is indicated, believe that the present trouble is not all the doings of the networks or their irreconcilible stand.

On the other hand, the view is freely expressed by Baldwin supporters among the independents that they feel the NAB can get along well enough with network-station members. They harbor the view that the networks are much more dependent upon the trade association than the reverse, and that the networks have profited greatly from their NAB affiliations.

For example, it was brought out that of the aggregate NAB membership of some 385 stations, only 21 are network owned and operated. The networks as such pay nothing into the NAB coffers. Their owned and operated station members, however, pay on the same pro rata basis as all other members. The dues of these score of stations amount to 18.9% of the NAB's annual gross revenue.

NBC stations holding memberships in the NAB are WEAF, WJZ, WBZ, WTAM, WGY, WMAL, WRC, KGO, KPO, WJZ, KOA, WENR, WMAQ, KDKA. CBS members are WABC, WBBM, WBT, WCCO, WJSV, WKRC, KMOX.

KFPY
of Spokane, Washington

Announces
the Grant of
5 KW

From the Federal Communications Commission

●

This increased power will be used on or about June 1st . . . as soon as a new transmitter site, outside the city of Spokane—with half-wave vertical antenna — is ready for use.

THIS INCREASED POWER, and new location, guarantee KFPY the GREATEST COVERAGE in the Spokane area.

The Largest Lumber Mills in the State are in
MISSOULA MONTANA
1000 Watts **KGVO** 1260 Kc.

FULL HOUSE

Here's the way our schedules line up for three days out of the seven each week. "Full House" after 5:00 P. M. is the word for Tuesday, Thursday and Friday, with a very limited number of 15-minute periods available on Monday, Wednesday and Saturday.

We invite you to check the reason for this WWVA "Full House" popularity—it's proof of a "hand" to play in the radio advertising "game" in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

P. M.
5:00—General Baking Co.
5:15—Peerless Department Store
5:30—Malt-O-Meal
5:45—United Remedies
6:05—Colvig's Apparel Shop
6:10—Hudson-Essex
6:15—Ward Baking Co. (CBS)
6:30—Pure Oil Co.
6:45—Continental Baking Co. (CBS)
7:00—Myrt and Marge (CBS)
7:15—Cooey Bentz Furniture Co.
7:30—A. & P. Coffee Time (CBS)
7:45—Chevrolet Motor Co.
8:00—Ironized Yeast
8:15—Dodge Bros.
8:30—Sign Off

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

"Plug" Kendrick says:

"Sharpshooting? You'll get real cooperation—action—results when you shoot over.. WIRE"

Truest test MARKET IN U.S. IS INDIANAPOLIS

NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
WM. G. RAMBEAU CO. N. Y. Chicago Frisco

Duffy Bill Chances Seen Slim

(Continued from page 11)

opportunities at this session would be measurably enhanced.

The first witness in favor of the measure was Senator Duffy (D-Mich.) author of the bill. In a remarkably lucid statement, he recounted how the bill was drawn and how an interdepartmental committee set up by the State Department had conducted two dozen conferences on it with all interested groups last year. He even pointed out that E. C. Mills, ASCAP general manager, had supported the measure in principle before the interdepartmental committee.

Universally Supported

SENATOR Duffy branded as "silly" the ASCAP talk about the "power trust" being behind the bill and allegations about its alliances with radio. He effectively retorted to the ASCAP denials of ever threatening taverns, dance halls or other "small users" by producing a sheaf of letters from Wisconsin businessmen which called ASCAP everything from "racketeer" to "arrogant".

Senator Duffy told how the bill had passed the Senate unanimously last session after having been reported unanimously by the Senate Patents Committee. He related how the measure had practically universal support, and asserted that its passage was necessary in order to permit American entry into the Berne Convention, under which the works of American authors would be automatically copyrighted and protected abroad.

The measure is distinctly a compromise, the Senator declared with no one group getting all it wanted. The bill, he brought out, specifically recognizes the right of an author, rather than of a publisher, and is designed to protect the creator.

Stout defense of the provision which would eliminate the $250 statutory innocent infringement clause was voiced by the Senator. He brought out that instead of fixing this minimum it would leave to the discretion of the courts the amount of damages for infringements, and it would remove the "palpable injustices" that have resulted through exercise of the existing provision. Moreover, he said, it imposes a confidence in the ability of the courts of the country whereas the $250 provision is a showing of "distrust" of the courts. No other country, he brought out, imposes a fixed minimum penalty in its laws.

"I contend," said Senator Duffy, "that the Duffy Bill eliminates the power that has been used not only as a 'black-jack' but also to force users to take out licenses." Then he charged ASCAP with using its present powers as a "club" and took issue with statements made during the hearings by Sirovich in support of ASCAP.

Of significance was Senator Duffy's statement that the music publishers, and not the authors, control the music whereas ASCAP came to the hearings professing to represent only authors, or at least implying it. He revealed, too, that the legislation had been discussed with the President.

For Sake of Argument

RESPONDING to questions, Senator Duffy said he believed ASCAP conjured up the story that enactment of the Duffy Bill would put ASCAP out of business "for the sake of argument". He said he personally believed ASCAP would be much better off without the $250 clause.

Chairman Sirovich then barged in with a vitriolic tirade in which he held that Michael Flynn, representing the American Federation of Labor, had informed him that organization would oppose the Duffy Bill and that numerous other organizations would fight it. He repeated fragments of the speeches he had made earlier in the hearings about the dire things that would happen if the United States entered the international union.

"I'm willing to follow the suggestion of the President," was the simple response of the witness.

A more restrained plea for "deferring" passage of the bill was made by Rep. Lanham (D-Tex.). He wondered if it wouldn't be advisable, in view of the chaotic European situation, to wait until the copyright union meeting in Brussels this fall. "No," snapped back Senator Duffy, "we should sit in and have a vote".

The Senator was then excused until March 12, at which time he appeared for further examination.

When the hearing convened March 11 there was a committee tiff over whether the NAB should appear or whether the State Department should come forward. By a vote Sirovich lost 4-3 (the committee has 21 members) and Wallace McClure, of the Treaty Division, of the Department, was called. He was chairman of the Interdepartmental Committee.

Mr. McClure explained how the Duffy Bill was drafted. He said hearings on it were held at the request of the Senate Foreign Relations Committee. His interdepartmental committee, he asserted, stands four-square behind the bill and the State Department wants the treaty ratified and it can't be until the Duffy Bill becomes law. The Department, he said, believes the Duffy Bill is the "one implement properly to protect the rights of the people of the United States, particularly the creators of artistic works."

In restrained manner but with a firmness of his conviction, Mr. McClure said the treaty is necessary to protect the rights of Americans in Europe and that all the organizations participating in the current hearings "have supported the bill at one time or another".

Up to the Courts

IN SO many words he told the Committee the Department had instructed him to urge the committee to pass the bill. He recalled that President Hoover in 1930 first urged ratification of the treaty and that President Roosevelt in 1934 did the same. The Foreign Relations Committee in both 1930 and last year urged ratification of the treaty.

Mr. McClure took issue with ASCAP testimony and with statements by Sirovich that entering of the copyright convention would be ill-advised at this time. The treaty, he argued, would strengthen international law and give "us protection and a new armor". Piracy of American works, he held, would be encouraged by not adopting the treaty.

On the $250 statutory damage

Why Don't You Climb On The Band Wagon With Us?

Three National Accounts Bought Our Programs Last Month.

The advance of this company can only be attributed to the close touch that the members of this organization have kept on the pulse of the transcription business.

Your sponsor wants to make money—your station wants to make money and WE want to make money—and the only way we know how to do it is to supply you with the programs that will produce the above results. . . .

**AND THAT'S WHAT WE'RE DOING—
WE BUILT THIS BUSINESS ON SALES**

Write or wire for complete information on our many varied programs.

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

For Rent
EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

•

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

provision Mr. McClure said the committee reached the conclusion that the provision should be eliminated in the public interest. The bill provides for damages in a different way, he declared, but leaves them to the discretion of the courts. He brought out that conditions are different today than they were in 1909 when the present law was enacted. Then, he said, there was no radio and no ASCAP. The measure simply would bring enforcement up to date. He questioned the statements that elimination of the provision would destroy ASCAP.

Moreover, said Mr. McClure, the bill would make users of music "incidentally and secondarily" not liable to the copyright law. These he described as individuals who pick up copyrighted music from a source such as radio, which in the first instance has paid a performance fee. The present law allowing such payments, he declared, "challenges the very foundation of American Liberty".

In substance, the question considered in the preparation of the Duffy Bill, Mr. McClure argued, was that of maximum protection of the hundreds of thousands of users of music against the 1,000 domestic members of ASCAP, or "whether we should legislate for the large numbers or the small numbers." The "small user" of music such as the tavern or the barber shop, Mr. McClure said, "has hanging over his head a sword of Damocles that may drop down on him at any moment in the form of an infringement suit."

It is quite probable, continued the witness, that ASCAP is "entitled to more money but we can't legislate money into their pockets."

As for ASCAP's contention that the bill meant "life and death" to it, Mr. McClure said he felt the organization was a necessary one. But he added that a survey made by his department of 30 foreign countries disclosed that not one of them had a statutory minimum damage clause in their laws, and that their performing rights societies, similar to ASCAP, seemed to get along well enough according to ASCAP's own admissions. "The Department of State," he said, "believes that in view of the situation in other countries, it would not hurt ASCAP."

The survey abroad also showed, said Mr. McClure, that the tendency is to leave the music monopolies in performing rights societies but to have them under more stringent government control.

As is his wont, Chairman Sirovich, upon conclusion of Mr. McClure's direct testimony, again stated that many of the users were opposed to the bill. He mentioned the American Federation of Labor particularly, and Mr. McClure said the Department desired to substitute for the present manufacturing clause of the Duffy Bill, relating to printing of works in this country, the provision in the old Vestal Bill which failed of enactment four years ago.

Mr. McClure, too, was asked to return on March 12 for further examination along with Senator Duffy.

Looks at Gift Horse

WHEN ASCAP resumed its theatrical extravaganza on March 3, it trouped before the Committee Rudy Vallee, crooner and band leader. This was the Vallee snatched by radio from obscurity about eight years ago, and who by the grace of the microphone and a good man on the gains, had his whispering voice made audible over the air. The things Vallee said about the industry that made him were rather harsh.

Among other things, he warned broadcasters they might be digging their own graves by opposing ASCAP and they might "kill the golden goose", etc. He resented the "appellation of 'racketeer'". He said he hoped some day to become an "executive in radio", and that he felt the broadcasters and others were "dead wrong" in trying to disrupt the Society.

There was all sorts of talk by Rudy about "killing inspiration" in song-writers, and that there would be no music at all if that happened. He told about ASCAP's noble deeds, to which Rep. O'Malley interjected:

"Just as ASCAP has touched you, so have many of my people been touched by ASCAP."

Then there was talk of the Duffy Bill being unconstitutional for some undefined reason. And Rep. Church broke in:

"If the Duffy Bill is unconstitutional, we don't need this show."

Chairman Sirovich said he "objected" to calling the hearing a show. Several committee members talked at once and out of the din Vallee was heard to say that if ASCAP only gets $4,000,000 a year for music, then that is "woefully inaedquate".

That day's session concluded with General Counsel Nathan Burkan of ASCAP bringing out that in Washington State, where ASCAP was adjudged illegal and in restraint of trade, music was being used without compensation. He revealed that ASCAP is "making efforts to take the case" to the Supreme Court.

ASCAP's key witness was E. C. Mills, general manager. Be it said to his credit, he did not indulge in the showmanesque gymnastics of his associates but settled down to a cold exposition of ASCAP's right to collect. He frankly admitted he was out for all "the traffic can bear". Many of his statements were open to challenge, however, and many of the questions asked that might have been enlightening he managed somehow not to answer.

Over the Dam

FIRST, Mr. Mills recounted reasons why the United States should not enter the copyright union. Germany, Italy and Austria, he held, maintain conditions on copyrights that could not be tolerated by this country. He could not see how the United States could improve its position by joining the union. Personally, he declared, he had been "in favor of the Berne convention", but "a lot of water has gone over the dam since then."

Gradually Mr. Mills built up his case. He said in 1934 the motion picture theatres sold $1,560,000,000

(*Continued on page 52*)

The annual payroll of the industrial plants of Gadsden, Alabama, is

$7,500,000 annually

WJBY

"RESPONSE to our offer far exceeded our expectations. The great number of requests that we received after the first announcement made it necessary to withdraw the offer immediately."

Says Mrs. Margaret Evans,

Advertising Manager of A. Harris & Company, one of Dallas' leading department stores.

4000 letters as the result of ONE announcement is the experience of A. Harris & Company with a free offer. The "mail plug" was an inexpensive ash tray of Centennial design offered on the 8:00-8:15 A. M. broadcast of Tuesday, January 28th. This experience is a typical story of response over

50,000 Watts

WFAA • WBAP

DALLAS FT. WORTH

***Representatives:* Edward Petry & Company, Inc.**

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—390 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC

WAAT

Jersey City, Northern New Jersey

More Warner Suits as Negotiations Fail

(*Continued from page 11*)

damages of $5,000 per rendition. Warner now is using printed forms in the filing of the suits. It also opened its guns upon hotels and night clubs in New York, filing ten suits on March 6 and ten more March 12.

In the answers thus far filed by New York stations, all were of a similar nature. All contended that the controversies did not arise by virtue of the Copyright Act, under which they were brought, but involve a question of title between ASCAP and Warner and the authors of the particular compositions. This contention grows out of the fact that ASCAP claims that Warner authors are still ASCAP members and that ASCAP has the right to license the compositions for public performance, which accounts for ASCAP's appearances as intervenors in some of the suits. In each case it was contended that the alleged claim for infringement was merely incidental to the basic controversy between ASCAP, Warner and the authors.

Dismissal of the suits was sought on the ground that the Federal District Court for Southern New York had no jurisdiction. In each instance, also, assessment of costs against the plaintiff was asked.

All of the answers were in the nature of blanket denials of infringements, except that NBC, in one instance admitted performance. The network's contention was that Warner was an ASCAP member when the contracts for use of ASCAP music were signed last year and that so far as these stations are concerned there is no question of infringement involved.

In an answer filed Feb. 28 CBS held that it was still licensed to broadcast music published by the Warner group, even though it is continuing its policy of not broadcasting Warner music. The suit brought by Harms Inc. contended that a performance of *I Get a Kick Out of You* shortly after midnight on New Year's Eve over WABC constituted a copyright infringement. CBS holds that both Harms and Cole Porter, the composer, were members of ASCAP at the time WABC obtained from ASCAP the license which grants performing rights in the Warner Bros. compositions up to 1941. Cole Porter, it added, remains a member of ASCAP and has specifically assigned his rights to ASCAP for this period.

Additional suits filed March 6 include:

T. B. Harms vs. WNEW, for alleged infringement of *Every Now and Then;* M. Witmark & Sons vs. WHN, for the alleged infringement of *Where the River Shannon Flows;* Witmark vs. KHJ, for alleged infringement of *Mine Alone;* Remick vs. KHJ, *Whistle and Blow Your Blues Away;* Witmark vs. WMEX, *Gypsy Love Song;* Remick vs. WFBL, *Get Happy;* Witmark vs. WSYR, *The Words Are In My Heart;* Remick vs. WCFL, *Put On Your Old Grey Bonnet;* Witmark vs. WWL, *Let's Have Breakfast in Bed;* Witmark vs. WCFL, *That Old Irish Mother of Mine, Lulu's Back In Town* and *Sunrise and You;* and Remick vs. KSFO, *Sweet Georgia Brown.*

Additional suits filed by Warner included 15 alleging infringement of *That Old Fashioned Mother of Mine* by CBS network stations. In each instance $5,000 in damages was sought. The suits were filed by Witmark against WGST, WDRC, WLBZ, WKBW, WHEC, WOKO, WESG, WDNC, WBIG, WMBR, WDAE, WDBO, WLAC, KMOX.

Remick filed suit against WEST, WORK and WSJS for alleged infringement of *Sweet Georgia Brown.* Witmark filed against WEST for *Sweethearts Forever.* Harms filed against WGAL for *Sleepy Valley.* Remick filed against WGST for *Put on Your Old Grey Bonnet,* and Harms filed against the same station for *London on a Rainy Night.* Witmark filed against WORK for *Where the River Shannon Flows* and Harms filed against WEBR for *Gringola* and against KSFO for *Continental* and *You Let Me Down.*

In another sheaf of suits on March 6 Harms filed nine actions on *That Old Fashioned Mother of Mine* against WFEA, KOMA, WKRC, WBNS, WSMK, WSPD, WADC, WMBG. A tenth suit in this "installment" was against WORK on *L'Amour Toujours L'Amour.*

In announcing the filing of the additional suits March 6 against stations, hotels and night clubs, Warner stated it will "continue to bring actions against additional hotel and radio stations" which use their songs without license. All suits have been filed by Wattenberg & Wattenberg, Warner attorneys.

To swell the total number of station infringement suits to 97, Warner announced March 10 that 21 additional suits had been filed. Of these 17 were for alleged infringement of *That Old Fashioned Mother of Mine,* filed in the name of Harms against KSCJ, KTRH, WHAS, KVOR, WBRC, WALA, KLRA, WSBT, WREC, WCAO, WBT, KWKH, WQAM, WFBL, WSJS, WWL, WJR. Each sought damages of $5,000.

Other suits filed March 10 were Harms against KWKH on *Three Little Words,* asking $5,000; Remick against WOCL, for *Whistle and Blow Your Blues Away,* asking $250; Witmark against WOCL for *The Words are in My Heart,* asked $250, and Witmark against WSOC for *Gypsy Love Song,* asking $250.

Following up the maze of alleged infringement actions against CBS stations on the tune *That Old Fashioned Mother of Mine.* H. V. Akerberg, CBS station relations executive, on March 10 notified all network affiliates that the song in question was different from numbers of a similar name published by Warner houses. Declaring CBS is at a loss to understand the purpose of Warner in bringing the suits, he advised stations to forward all papers to ASCAP for defense by it "pursuant to Paragraph 11 of the ASCAP contract." Mr. Akerberg's letter follows:

We have just learned that Harms Inc., one of the publishers in the Warner Bros. group, has served complaints on some of our affiliated stations alleging the broadcasting of "That Old Fashioned Mother of Mine" on a Columbia network program on Jan. 23, 1936, between 9 a. m. and 9:15 a. m., EST. The words of the number mentioned in the Harms complaint were written by Worton David and the music by Horatio Nicholls.

Columbia was served with a complaint in the early part of February alleging a network broadcast of "That Old Fashioned Mother of Mine" on Jan. 23, 1936, between 9 a. m., and 9:15 a. m.—the same day and hour. The complaint against Columbia was brought by Jerome H. Remick & Co. and the number specified in that complaint was published by Jerome H. Remick, the music being by Lee S. Roberts and the words by Will J. Callahan. This complaint was withdrawn about two weeks after it was filed, and no new suit has been commenced against Columbia on account of broadcasting "That Old Fashioned Mother of Mine."

Our records clearly indicate that what was broadcast on Jan. 23, 1936 at the time in question was a third song entitled "Old Fashioned Mother of Mine" and which is entirely different and distinct from either of the songs mentioned above and which was written and published by members of ASCAP who have not made any pretense of withdrawing from ASCAP.

In view of our belief that any suits alleging broadcasting of this song can clearly and conclusively be defeated on the facts, we are at a loss to understand the purpose of the Warner group in bringing the suits. However, if your station is served with a complaint alleging broadcasting of "That Old Fashioned Mother of Mine", we suggest that you immediately forward all papers to ASCAP, 30 Rockefeller Plaza, New York City, for defense by it pursuant to Paragraph 11 of the ASCAP contract.

Chinese Puzzle

WITH 51 broadcasting stations, 40 in the International Settlement and 11 in the French Concession, the city of Shanghai has the largest number of stations of any city in the world, reports the Department of Commerce. China altogether has 102 stations, operating in the broadcast band, only 12 of which broadcast in English. All accept advertising and quota rates, including the 75,000-watt KGOA operated by the National Government at Nanking. The new log of Chinese stations has been published by the Department of Commerce, Washington.

Tide Water Starts Spots

TIDE WATER OIL Co., New York (Tydol and Veedol) has placed spot accounts on two stations in the East, and more stations will be used in the Northeast when the radio schedule is more advanced. On Feb. 17, over WBEN, Buffalo, 7:30-7:45 p. m., five nights a week, the sponsor launched Cy King as the *Tidewater Reporter.* Over WFBR, Baltimore, on Tuesday, March 10, 7:45-8 p. m., twice weekly, the *Inquiring Reporter* with Henry Hickman was inaugurated. Lennen & Mitchell Inc., New York, is the agency.

INTEGRITY . . .

A business, like an individual, can become known for its integrity. The dictionaries say that integrity means upright and honest. In plain language, it means square shooting.

The Radio Transcription Company of America has long been known for its integrity. The world-wide organization stands squarely behind each transcription whether it involves one program or many.

A radio station does not "buy a pig in a poke" when it buys a Transco production, for they are all tried and tested programs in the musical and dramatic workshops before finally performed before a real audience for the final acid test and placed into actual production.

Neither do program managers have to "dicker" on Transco prices for they are all carefully scheduled according to the magnitude of the production and the size of the station.

Transco customers never worry about the old phrase of "let the buyer beware". In its place is the modern-day slogan of "The customer is always right". Every subscribing station for Transco transcriptions must be satisfied with every program it buys. They are all "custom-tailored" for all types of audiences.

Our field manager will be glad to call on you with specimen programs without obligation or expense.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
1910 Carnegie Ave., Cleveland, Ohio

Action for Use of Name On Sponsored Broadcast Is Dismissed by Court

THE RIGHT of a broadcaster to use the names of persons in a sponsored news broadcast without fear of suit for violation of the Civil Rights Act, was established by a decision handed down March 3 by the State Supreme Court of New York.

Joseph H. King, carpenter of Rochester, N. Y., in July, 1935, filed suits against Walter Winchell, columnist, Andrew Jergens Co., sponsor of Winchell's radio program, and NBC for $50,000 damages alleging that unauthorized use of his name on an Oct. 7, 1934, broadcast was a violation of the Civil Rights Act which prohibits the use of any person's name for advertising purposes without the permission of that person.

The portion of the news broadcast that mentioned Mr. King's name told how the plaintiff, a carpenter, had sawed off the limb of a tree upon which he was sitting and had fallen to the ground and suffered injury. The plaintiff further claimed that his reputation had been so ridiculed and damaged by the news broadcast that he was unable to obtain work at his trade and asked that damages be awarded on the additional grounds of libel and slander.

Supreme Court Justice Willis K. Gillette, who presided, on the motion of defense counsel, dismissed the case, holding that in the first instance, Mr. King's name had not been used to advertise Jergen's lotion and that the commercial announcements on the program were separate from the news. In the second instance, Justice Gillette ruled, that while the news item was humorous, it was not degrading because it did not attack the plaintiff's reputation, character or ability. The Justice held that more than notoriety was necessary to substantiate charges of libel and slander.

LYKOLENE MEDICINE Co., Kansas City (dental cream) is placing one-minute WBS transcribed announcements on five stations. Twelve discs are being made for the sponsor but it is not known whether the series will run for that number of weeks or if the campaign plans will be revised. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

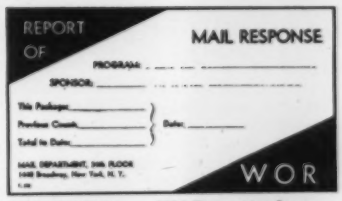
MAIL MADE EASY
WOR System Speeds Handling, Gives Instant Check

THE new "mail response sticker" of WOR, Newark, is keeping sponsors happy. This new service was devised recently by James P. Mulvaney, in charge of mail, and permits an accurate accounting of mail response. The sticker is pasted on each bundle of mail forwarded to sponsors from WOR each day. On its face are the daily total for that particular program, the date, and the week's total. Bundles are wrapped in packages of 100. If they are packed in smaller numbers the exact total is given on the sticker.

Each day five mailmen at WOR handle the bundling, counting and mailing. About 120 bundles go out a day. The record week found 113,367 letters received for various commercial programs. An average week usually finds about 60,000 letters.

Beside this mailing innovation, Mulvaney has devised an accurate mail accounting "running record". Each sponsored program has a file card. Daily the total is changed, along with the week's total. The system goes back to Jan. 1. This enables department heads at the station or at the advertising agency to call WOR at any time and receive the latest complete totals or just the daily response. Each week a complete report on sponsored programs, sustaining programs, and individual artists is compiled by the mailing department, and sent to inter-office departments.

Perhaps the outstanding WOR mail puller is Purity Bakeries *Omar, the Mystic*, heard Mondays to Fridays at 5:15 p. m. Announcement was made of giveaway of a mystic code. Applicants went to Purity baker dealer for applications and mailed them to the station. On Feb. 3, more than 19,000 requests flooded WOR's mail pouch. The week's total, which broke the station's existing mail-response records, was 81,396. Mulvaney's men quickly assorted these requests, recorded them on the index card, and wrapped the bundles of 100 for delivery to the sponsor. The sponsor received the mail and the total the following day.



STICKERS — WOR attaches a sticker like this to each bundle of mail which is sent to sponsors.

Oyster Shell Campaign

OYSTER SHELL PRODUCTS Corp., New York (crushed oyster shell poultry feed) is using one-minute daytime spot announcements twice weekly on nine stations in the East and Midwest. The stations are WLS, WCCO, WBZ-WBZA, KFEQ, KFBI, KFAB, KOA, KMOX, WKY, WHO. Contracts run until the latter part of April. Husband & Thomas Inc., New York, is the agency.

COVERAGE of THREE PROSPEROUS MARKETS at ONE LOW RATE !!

NOW — radio advertisers throughout Missouri are being more richly rewarded than ever before . . . because Missouri incomes are up and Missourians are spending. NOW you can buy coverage of the three key markets of the state at one LOW combination RATE.

For Rates and Coverage Data Write to Any Station Listed Below

KWTO-KGBX • KWKC • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS, ILL.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

The way to an Advertiser's Heart is through a profitable broadcasting program!

WBAL programs are profitable—as proven by mail returns and sales results.

WBAL is the only high-powered, clear-channel station in Maryland—10,000 watts in a market of more than 3,500,000 listeners.

We have many success stories—write us.

When You Buy
WBAL
You Sell Maryland

WBAL

Baltimore

NBC Basic Blue Network

10,000 watts
1060 kcs.

National Representatives

HEARST RADIO, INC.

Duffy Bill Chances

(*Continued from page 45*)

worth of tickets to the public, and to ASCAP they paid one cent out of every $47. Broadcasters, he said, sold $80,000,000 worth of time on the air in 1935 and paid to ASCAP for its 45,000 composers (44,000 foreign) $2,680,406.46.

In passing, Mr. Mills paid some tribute to American radio. He said this country has the best radio in the world — the cleanest, nicest and most entertaining; it is dependable and on time, and it has the brightest men, he declared.

Of the Duffy Bill, Mr. Mills said: "This bill originally, I believe, was conceived as something to help the creators of copyrightable material — that is, original literary, artistic and musical works—as all bills are, and in the course of being discussed and prepared for enactment had tagged onto it a lot of extraneous matter, and finally became instead of an instrumentality intended to benefit creators of copyrightable material, a thing very gravely to their detriment, which will ultimately destroy them."

The Duffy Bill, Mr. Mills charged, was not written in good faith. He said it was drawn by "inexperienced" men and that ASCAP had nothing to do with it. Moreover, he said he doubted whether the United States would be admitted to the Berne convention if the bill were enacted because of the so-called "manufacturing clause" requiring publication of American works in this country. On this he brought in the American Federation of Labor argument to force printing of works in this country.

Discussing merchanization of music, Mr. Mills said that ten years ago, in appearing before the House Patents Committee, he had predicted that radio is the greatest contribution that science has made to mankind; "that it will do more to bring about the brotherhood of man than anything since the Holy Bible; that it will give us a universal language, and that it will ultimately make wars impossible."

On the phonograph record royalty he declared that both orchestras and actors "now come in a can". And, he added, the composer of an opera, recorded for reproduction, gets no more than the man who wrote "Who Threw Mush in Father's Whiskers" or "Flat-Tired Papa, Mama Going to Give You Air".

Mr. Mills criticized the provision of the existing law, which would be carried on in the Duffy Bill providing a 2-cent-per-side royalty on phonograph records.

The Duffy Bill, Mr. Mills contended, is "honeycombed" with language that would have to be tested in the courts. "Why foist upon us something we don't want?" he asked.

Help the Composer!

HE CHARGED that users of music do not want to pay anything for performing rights. Concluding his formal statement, he asked the committee to do something "real" for composers. "Do not be so concerned about what happens to the user," he admonished. "He will take care of himself. He does it very well. He is well organized, well financed, completely equipped to take care of himself."

Concluding his testimony at the behest of Dr. Sirovich, Mr. Mills gave a biographical sketch of himself from the time he taught school in San Antonio, Tex., to his organization work for motion picture exhibitors, vaudeville actors, music publishers and finally ASCAP. For three years he served as head of Radio Music Co., NBC music subsidiary which finally was dissolved. Mr. Mills then returned to his ASCAP general managership.

ASCAP concluded its case in chief March 5 in a blaze of glory with George M. Cohan. The grand old man of the stage and author of "Over There" and other tunes, wise-cracked his way through examination. He said he did not come down to Washington to represent "any racketeers". He praised ASCAP in approved style. When Sirovich asked him whether he thought composers were being amply paid, Cohan inquired: "What do you think?" After another volley of Sirovich questions, the actor responded by asking: "What do you think?" and then explained he wanted to know what side Sirovich was on before he answered.

When Dr. Sirovich asked Mr. Cohan about the Duffy Bill and the Daly Bill, the actor snapped back: "I know Bill Duffy and I know Bill Daly."

Questioned by Rep. Daly (D-Pa.) Mr. Cohan said he felt the Duffy Bill would take away the rights of the composers. Then he said that his biggest hit, "Over There", was just a "bugle call", adding: "If I hadn't written it Thursday, somebody else would have written it Friday."

On cross-examination following Mr. Cohan, Mr. Mills advised committee members to look at the "genesis of the Duffy Bill". Actually, he said, broadcasters and others seek to get control of music in foreign countries as well as here. He concluded that he felt that with the "products of the world" in music to sell, "I think I have done a lousy job."

A Sharp Exchange

BOTH Senator Duffy and Mr. McClure resumed March 12 on cross-examination. The hearing was enlivened by a sharp colloquy between Senator Duffy and Rep. Daly (D-Penn.) after the latter had used police court judge tactics in his examination. There was a spontaneous outburst from other committee members about the "undignified manner" in which the hearing had proceeded, Rep. Deen threatened to withdraw from committee membership if such procedure persisted.

Finger pointed the Philadelphia

(*Continued on page 53*)

APEX BROADCAST—Bob Evans, sports announcer of WGAR, Cleveland, a six-footer who weighs 206 pounds, interviews Cliff Thompson, circus giant, who stands more than three feet taller than Evans.

Join the Parade of National Successes Now on —

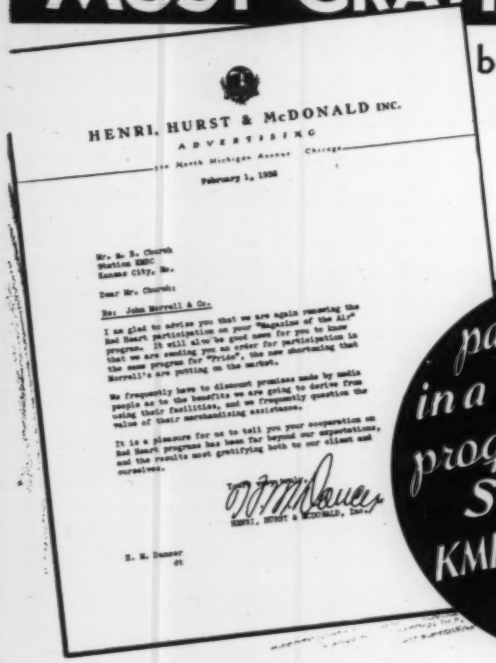
WSOC

R.C.A. Magic Key
Album of Familiar Music
General Motors Symphony
Strange As It Seems
Contented Program
Chevrolet Musical Moments
Phillip Morris Program
Sherwin-Williams Paint Co.

Wire or write for rates to—

WSOC
Charlotte, N. C.

"MOST GRATIFYING


HENRI, HURST & McDONALD INC.
ADVERTISING
February 1, 1936
Mr. R. B. Church
Station KMBC
Kansas City, Mo.
Dear Mr. Church:
Re: John Morrell & Co.
I am glad to advise you that we are again renewing the Mad Hour participation on your "Magazine of the Air" program. It will also be good news for you to know that we are sending you an order for participation in the same program for "Pride", the new shortening that Morrell's are putting on the market.
We frequently have to discount promises made by radio people as to the benefits we are going to derive from using their facilities, and we frequently question the value of their merchandising assistance.
It is a pleasure for us to tell you your cooperation on the Mad Hour program has been far beyond our expectations, and the results most gratifying both to our client and ourselves.
Very truly yours,
HENRI, HURST & McDONALD, Inc.
E. H. Danner
EHD

both to our client and ourselves"

participate in a women's program that SELLS! KMBC Magazine of the Air

Women in 496,000 radio homes in the KMBC Market hear 'Magazine of the Air' five afternoons weekly. They are entertained -- they are informed -- THEY BUY! Write or wire for details

KMBC of KANSAS CITY

Free & Steininger, Inc., National Representatives

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

politician engaged in an argument with Senator Duffy about having prearranged with Rep. O'Malley, who was not present at time, on the testimony in support of the Duffy Bill. Senator Duffy openly resented the insinuations, responding that ASCAP had "its friends on the committee" and had "high-priced" counsel. When Daly began to lecture to the Senator, Rep. Deen broke in to protest the "undignified" procedure.

Mr. Deen was supported by Rep. Church who protested the Philadelphian's criticism of other members of the committee who were not present. When Mr. Daly began to berate Mr. Church, the latter said: "I'm not going to be chastised by anybody. I insist upon regular order". Sirovich's gavel sounded and Mr. Daly stopped.

For an hour Senator Duffy reviewed his previous testimony in support of his bill and in opposition to ASCAP's arbitrary methods. He was finally dismissed with thanks, and Mr. McClure again took the stand.

Hot Executive Session

FOLLOWING the session, however, an executive meeting was called, and it proved hot and heavy. Rep. Kramer (D-Cal.) offered a resolution to prolong the hearings until April 23 but on point of order made by Mr. O'Malley it was ruled out.

There was also discussion in the executive session of the Daly-Duffy controversy, with indications that the issue might come up on the floor of the House.

Rep. Kramer advanced the suggestion that perhaps there should be an amendment to the Duffy Bill which would provide that before any station, motion picture exhibitor or other user is cited for infringement he shall be given notice from the copyright owner on his ownership and until such notice there could be no violation. Mr. McClure said it seemed to him offhand that it might constitute an undue burden upon the author.

Asked by Rep. Deen whether he thought ASCAP used the $250 infringement clause as a club, Mr. McClure said the impression he had was that the provision operates "as a sort of subsidized bargaining power which the government has placed in the hands of a private organization."

"I do not think that any good ASCAP should want that law and that any bad ASCAP should be given it," he said.

Finally, Mr. McClure said the Department had not been consulted one way or another in connection with the writing of either the Sirovich or the Daly bills, whereas it was instrumental in drafting the Duffy Bill.

Western Railroads

(*Continued from page 7*)

tions in the Middle Western territory from which Illinois Central draws its major winter travel. In addition to this Illinois Central, beginning last October, contracted for one hour over Station WMAQ every week day morning from 7-8 a. m., and indications are that this will continue indefinitely.

In view of the above outline of the radio activities of our own clients, I think you will agree that the statement in your publication referred to above is extremely misleading, and I think it will be only fair to the railroads, including our clients, that you publish a more correct statement in an early issue of BROADCASTING.

I would further say that the radio activities mentioned above are only a part of very extensive advertising campaigns of the railroads, including magazines, newspapers and direct mail, which our clients are consistently carrying out, as also are most of the progressive railroads of the West. For instance, the Illinois Central began three months ago a new series of institutional advertising, using over 450 newspapers, with large copy and with a new advertisement every three weeks, this advertising being along lines entirely new in the railroad advertising field. This is in addition to a very extensive direct selling campaign featuring their winter travel service.

The Union Pacific, individually, have been consistently advertising in a large number of national magazines and, jointly with the Chicago & North Western Railway, in practically all of the leading newspapers throughout the Middle West and East. Rock Island Railroad, too, have continued to use national magazines and newspapers in the same territory.

I think the foregoing should convince you that the story you have published conveyed an entirely wrong impression of the situation.

Yours very truly,
H. G. BULLOCK,
Vice President, The Caples Co.

Scoop Ward Enrollment Defies 1% Survey Rating

WARD BAKING Co., Brooklyn, sponsoring the *Scoop Ward* program on CBS, recently enlarged to a 19-station network, has enrolled 500,000 children in its Scoop Ward Club. Early in February the program had a rating of only 1% in the Coperative Analysis of Broadcasting (Crossley) survey. Since 11 stations were used in a territory having 6,000,000 radio families, the survey indicated only 60,000 radio families listened to the program. Despite this rating, the club at that time had 250,000 youngsters enrolled. Allowing for more than one child in a family, a big gap still existed between the program rating and the number of children who wrote to the sponsor for *Scoop Ward* badges. In addition it is pointed out that thousands of other children also tune in the program although they have not joined the club, and a large number of adults follow the adventures of *Scoop Ward*.

Midwest in 3 Cities

MIDWEST RADIO Corp., Cincinnati, is using thrice-weekly quarter-hour studio programs in three cities to promote its line of radio receivers. In Detroit and Cincinnati, WJR and WCKY are being used to attract retail buyers into stores handling Midwest receivers. Over KNX, Los Angeles, Midwest is soliciting mail order inquiries. The sponsor's refrigerator line has not yet been promoted by radio. Key Adv. Co., Cincinnati, is the Midwest agency.

they tell us:

"VOGLIAMO LA STAZIONE WMFG" (ITALIAN)
"MY CHCEME WMFG" (SLOVENIAN)
"VI VINYA HA WMFG" (SWEDISH)
"ME TAHDOMME WMFG" (FINNISH)

"We Want WMFG"

—and the Slovenians, Italians, Swedes and Finns want WMFG enough for each to sponsor, by popular subscription, a one hour weekly program.

If you would sell this responsive "melting pot" audience—you, too, *want* WMFG, the station that blankets the Iron Range.

★

WMFG

HEAD OF THE LAKES BROADCASTING CO.

HIBBING • MINNESOTA •

Want A New Rich Market?

NEBRASKA

Ranks FIRST in Cash Income, Per Farm

Few other states rank so high in so many leading crops as Nebraska!

. . . that's why Nebraska folks have larger incomes than those in most other states!

. . . and that's why Nebraska is today regarded as the nation's "NO. 1 MARKET!"

SPOT RADIO SCHEDULES SHOULD INCLUDE NEBRASKA

Nebraskans are great radio fans. Spot radio programs and announcements pay unusually well. We have ample proof. Give us an opportunity to supply you with data and result-records. A letter to the association office—or any individual station—will bring you an immediate reply.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. · KOIL Omaha, Nebr., and Co. Bluffs, Ia. · KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. · KGBZ York, Nebr. · KGFW Kearney, Nebr.
WJAG Norfolk, Nebr. · KMMJ Clay Center, Nebr. · KGNF North Platte, Nebr.

FOR BROADCASTING PURPOSES

Send for free samples

SUPREME
DISC NEEDLES
100% Shadowgraphed Inspected
No. 7125 · No. 7125

Approved by
Electrical Research Products Inc.
For Use With
Western SOUND · Electric SYSTEM

PHONOGRAPH NEEDLE MFG. CO.
PROVIDENCE, RHODE ISLAND.

Nine specifications

All The Name Implies

Kate Smith Program

TO INAUGURATE Kate Smith Invitation Week the Great Atlantic & Pacific Tea Co. has booked a one-time program on 39 CBS stations, Sunday, March 15, 8-9 p. m. In newspapers and magazines the sponsor is promoted the week, March 15-22. Other promotional material has been sent to every A&P store in the country. Talent on the special program includes: Dick Powell, Eva Le Gallienne, the whole cast of *The Rise of the Goldbergs, The A&P Gypsies, Romany Singers,* James Melton, Bob Burns, Jack Miller and orchestra, Doc. Rockwell, Harry Reser and orchestra, Block & Sully and others. The program was to originate from the CBS 45th St. Playhouse. The hour selected is opposite Major Bowes', sponsored by Chase & Sanborn coffee. Paris & Peart Inc., New York, handles the A&P account.

UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

Newspaper Tie-ups For Station Prove Merchandising Aid

WIP Finds Exchange of Space And Time Mutually Helpful

By ALBERT A. CORMIER
Vice President & General Manager
WIP Philadelphia

Mr. Cormier

THE HOSTILITY between radio and newspapers flares up regularly on various fronts but the last two years have been marked by generally happier feeling between the broadcasters and the press. While relations are still strained in many quarters, Philadelphia offers one of the best examples of the mutually beneficial results that can be obtained by cooperation between the two.

Philadelphia newspapers generally were openly hostile to radio. Only one of the five dailies carried daily radio news, and only two of the five had Sunday columns. Radio publicity was strictly taboo and cooperation of any sort between newspaper and the stations was unknown. This was the picture in the summer of 1935.

WIP, in its quest for additional merchandising media for its sponsors, approached the *Evening Public Ledger* to suggest that a trade agreement be made whereby WIP would receive space in the paper and the paper would be given time on the air. The negotiations were not so difficult as might have been expected because the newspapers' plaint that radio news hurt the sale of newspapers and that radio received huge slices of the advertising budgets that formerly went to the press had been largely dissipated. Time was exchanged for space on a card rate against card rate basis.

Exchange of Time

THE NEWSPAPER time took six 15 minute periods per week on WIP, creating the character of "Brother Bill" to read the *Ledger's* daily comic section on the air. They were rather dubious as to the results, but agreed to make the experiment for a period of three months. After two months "Brother Bill" offered a button on which was the picture of one of his comic strip characters. During the next four weeks he received in excess of 15,000 requests. Since it is necessary to have the paper in order to follow the radio program, the paper felt that "Brother Bill" had been responsible for increased circulation and the program is therefore set to continue indefinitely.

Once the ice was broken the previous press-radio coldness melted away. Today WIP has similar arrangements with both of Philadelphia's morning papers, the *Inquirer* and the *Record*, as well as with the *Evening Ledger*. The papers have used the radio time for merchandising as well as a means of building circulation. The *Inquirer*, largest of the radio advertisers, presents each Saturday a dramatization of the first portion of the novel that will appear in the next day's paper. Seven mornings per week it presents a five minute program giving the most interesting items from its lost and found columns and each evening it offers a safety talk with plugs for its automobile advertising. The *Record* has instituted a domestic help service which is broadcast each morning with a few selections from the paper's help-wanted section.

The newspapers have discovered that the merchandising possibilities of radio are as great as the opportunities of increased circulation. In its solicitation of advertising the guarantee that a specific ad will be mentioned in a radio broadcast is frequently the inducement that closes the sale. The programs have no adverse effect on radio because the type of advertising that the papers are merchandising is generally not radio station material.

So much for the advantages to the newspapers. But what do the radio stations get out of it? In the first place, simply having a station's call letters in three daily newspapers, with a combined circulation of 701,388, and two Sunday newspapers, with a circulation of 1,023,918, is not to be minimized. The uses of the large amounts of newspaper space to a radio station are legion and WIP's months of experimentation have already demonstrated the value of the tie-ups. Because few radio stations have had carefully planned newspaper advertising campaigns the field is largely unexplored but four definite uses have already been established.

The value of institutional advertising is unquestioned and the large amount of space available to the station has enabled it to run a series of ads on the progress the station has made, plans for the future, some of the station's special services to listeners, and similar things. The institutional ads help to sell the station in general rather than an individual program, and add definite prestige.

One of the principal uses of the space by WIP has been in building audiences for the most saleable of its sustaining programs. When sponsors have been interested in program popularity, and more especially in the mail pull, consistent advertising of the program in three newspapers has increased mail as much as 1500%. Aside from the mail consideration, any program is much more desirable when regular newspaper advertising has been used to call it to the attention of listeners. New programs can secure fullest audience in a very short period of time when attention is regularly called to it on the radio pages of the newspapers.

The use of the space as a merchandising service to sponsors is invaluable. The new sponsor can have newspaper advertising space calling attention to his program as part of the station's service. The advertising is not limited to the radio pages, and sponsors of women's programs may have the woman's page or the society page, and sport talks and programs for men on the sports pages, symphony and classical music on the music pages. Station policy permits the copy in the advertising of commercial programs to be used only to call attention to the radio program and not as a supplementary ad for the sponsor's product.

The availability of the newspaper space has been in numerous cases the answer to the station's guest-star problem. An independent station finds it impossible to pay high-priced names for appearances on its program, but the publicity in station ads in the papers is generally sufficient compensation. Since the inception of the press-radio tie-in, *WIP's Homemakers' Club* has had a stage, screen or radio star of national fame on 26 consecutive visual broadcasts.

All in all, both WIP and the newspapers have benefited from the exchange. Each has been able to use the other medium to supplement its own advertising, with negligible inroads into each other's territory.

Hourly News Flashes

LAUFER FURNITURE Co., Buffalo, has signed a 52-week contract for five-minute news flashes every hour on Thursdays from 9 a. m. to midnight, the periods being divided between WGR and WKBW. Ellis Adv. Co., Buffalo, placed the account.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

FCC Keeping Congress Busy Probing into Rumors and Files

Seizure of Telegrams for Senate Lobby Committee Leads to Court Ruling Holding Action Illegal

AS AN ORATORICAL target for Congress, the FCC is establishing something of a unique record, with two separate resolutions for investigation of its activities in the hopper and a third dealing with its telegram seizures having been adopted.

On the heels of the Catholic "profane poem" affair which precipitated the Connery Resolution, and the Willard Hotel incident, which caused introduction of a resolution by Senator Couzens (R-Mich.), Senator Borah (R-Idaho) on March 9 introduced and saw adopted a resolution on the telegram seizures.

The resolution read:

Resolved, That the FCC be and the same hereby is requested to report to the Senate all activities of its agents in any inspection or alleged seizures of telegrams and records and telephone communications or other private communications to or from any point in the United States or any forged or destroyed telegrams and that the FCC inform the Senate by what authority and under what law and at whose direction the action of the FCC was taken.

This grew out of the disclosure that the files of both Western Union and Postal in Washington had been examined by agents of the Black Lobby Investigating Committee of the Senate under orders of the FCC and with the assistance of FCC clerks. It was attacked in both House and Senate and by other political groups as a "reprehensible" practice and as one which the FCC had no authority to undertake.

At its meeting March 11 the FCC appointed a committee of four, headed by Commissioner Norman S. Case, as chairman, to study the Borah resolution and draw up the reply. Several days, it was estimated, would be necessary to complete the work. Other members are Commissioners Walker, Stewart and Sykes.

Ruling by Court

IT WAS learned that the FCC at a full Commission meeting on Sept. 26 adopted a minute instructing Commissioner Irvin Stewart, chairman of the Telegraph Division, to examine the telegram files relating to lobbying messages and activities under investigation by the Black Committee. This was done upon motion of Dr. Stewart.

So far as known the Black Committee did not subpoena these files or direct the FCC to do so. If that is so, according to legislative authorities, the FCC was legally without power to make the seizures in the name of the FCC. The examinations were conducted in September. Some 5,000 private telegrams, including those of a personal or confidential nature, were understood to have been examined.

There were prompt reactions in and out of Congress. First Jouett Shouse, head of the American Liberty League, went on the air to attack the procedure bitterly. Then Rep. Wadsworth (R-N.Y.) blasted forth in the House, charging that telegraph companies had been intimidated to a point where they were "afraid" to resist the FCC clerks.

Chief Justice Wheat of the District of Columbia Supreme Court on March 11 issued a permanent injunction against the furnishing of the entire file of Western Union telegraph messages sent by the law firm of Silas Strawn, of Chicago, former president of the American Bar Association and former head of the United States Chamber of Commerce.

The injunction, while directed against Western Union, was tantamount to blocking efforts of the Senate lobby committee in its effort to make blanket seizures of telegrams. The present case blocked the seizure of the Strawn law firm's messages but it is believed that the ruling will be applicable to hundreds of similar telegraph files of lawyers, corporations and organizations which the Black Committee has ordered the telegraph companies to turn over to it in its investigation of lobbying and political activities. Strawn is a member of the finance committee of the Republican National Committee and Senator Black was also reported to be desirous of probing any activity by his firm in connection with the American Liberty League.

A week earlier Senator Couzens introduced his resolution on the Willard Hotel incident which the FCC committee of five had previously investigated and had found no evidence of any "bribes" of FCC members. The resolution asked that the FCC submit to the Senate the detailed report of its investigation and of that of the Department of Justice, upon which it based its findings.

Without awaiting action of the Senate on the resolution, however, the FCC on March 5 submitted to Senator Couzens the entire testimony. What the Senator planned to do with it is not known. It was indicated, however, that Couzens sought the testimony to ascertain whether the Senate would be justified in demanding an investigation of all of the activities of the FCC. While members of the Senate had been importuned to make such an inquiry, there was no documentary evidence, it is understood, to support the charges advanced. Among those conferring repeatedly with Senators, it was declared, have been the same groups which were instrumental in having the Connery Resolution passed in the House. The Connery measure is still pending before the House Rules Committee.

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 1 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 3

APPLICATIONS GRANTED:

WMFJ, Datona Beach, Fla.—CP new trans., vertical radiator.

KPDM, Pampa, Tex.—Modif. CP trans. site & equip.

KFSG, Los Angeles—Modif. license from 1 to 2½ kw D, use KRKD trans.

KSD, St. Louis and KMJ, Fresno—Auth. antenna measurement.

KGBX, Springfield, Mo.—Vol. assign. license to Springfield Brdcstg. Co.

KOOS, Marshfield, Ore.—Modif. license to Pacific Radio Corp.

WQAM, Miami—CP new equip.

KWKH, Shreveport, La.—Auto. freq. control equip.

KSCJ, Sioux City, Ia.—Amended CP change antenna, trans. site, increase from Simul. D WTAQ SH N to unltd.

W9XAA, York Twp., Ill.—License for CP move trans. to WCFL site.

SPECIAL AUTHORIZATIONS — KFI, Los Angeles, extension temp. auth. close aux. trans. pending repairs; WTAG, Worcester, Mass., temp. auth. tests new site; WJBK, Detroit, extension temp. auth. tests for site; WQAN, Scranton, extension temp. auth. curtailed time pending ASCAP negotiations.

SET FOR HEARING: KRNT, Des Moines; WAWZ, Zarephath, N. J.; WOL, Washington; NEW, Auburn Pub. Co., Auburn, N. Y.; NEW, Jefferson Brdcstg. Co., Ormond O. Black, pres.,, Birmingham; NEW, WISE Brdcstg. Co., St. Paul.; NEW, Saginaw Brdcstg. Co., Saginaw, Mich.; KUJ, Walla Walla, Wash.; NEW, C. W. Snider, Wichita Falls, Tex.

MISCELLANEOUS — KSL, Salt Lake City, granted petition intervene KLO applic.; KGU, Honolulu, denied reconsideration grant of KGMB; NEW, Chas. C. Theis, Wichita, oral argument set for 3-5-36 on Ex. Rep. I-96 recommended grant applic.; Springfield Newspapers Inc., Springfield, Mo., permitted to file answer applic. Pittsburg Brdcstg. Co., for new station; Kidd Bros., Taft, Cal., appearance & statement of facts accepted in applic. new station; WEEI, Boston, denied motion strike notice of desire to be heard & statement of facts at hearing of Chattanooga Brdcstg. Co.; NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal., denied schedule of applic. week of March 2; KGFG, Oklahoma City, denied reconsideration and grant applic. modify license from Sh.-KCRC to unltd.; WAAW, Omaha, granted renewal license; Charleston Brdcstg. Corp., Charleston, W. Va., answer to appearance of WDBO accepted; KHSL, Chico, Cal., denied reconsideration and grant applic. modif. license from 950 to 1630 kc, increase to 250 w unltd.; E. Anthony & Sons Inc., Pawtucket, R. I., granted protest asking reconsideration Commission action of 1-21-36 granting extension completion date of WNRI and directed applic. set for hearing; NEW, Valley Brdcstg. Co., Pomona, Cal., remanded to docket applic. CP 1160 kc 250 w LS.

APPLICATIONS DISMISSED—WTMV, E. St. Louis, Ill., CP 1500 kc 100 w 250 LS unltd.; NEW, Alex F. Suss, Maryville, Cal., CP 1210 kc 100 w unltd.; NEW, Alex F. Suss, Sacramento, CP 1310 kc 100 w unltd.

ACTION ON EXAMINERS' REPORTS:

WILL, Urbana, Ill.—Granted modif. license from 890 to 580 kc, from Sh.-KUSD and KFNF to D 1 kw, sustaining Examiner Seward.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Denied CP 1480 kc 5 kw, sustaining Examiner Walker.

KADA, Ada, Okla.—Denied exp. auth. 1200 kc 100 w unltd., reversing Examiner Seward.

KGCX, Wolf Point, Mont.—Denied CP move trans., change equip., change from 1310 to 1450 kc, increase from 100 w N 250 w D to 1 kw unltd., reversing Examiner Bramhall.

WEDC, Chicago—Granted renewal, sustaining Examiner Hyde.

NEW, Golden Empire Brdcstg. Co., Redding, Cal.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Dalberg.

KFPY, Spokane — Granted CP new equip., change trans. site, increase from 1 kw to 1 kw 5 kw D 890 kc unltd., sustaining Examiner Hill.

WSPD, Toledo — Granted CP change equip., increase from 1 kw 2½ kw LS to 1 kw 5 kw LS 1340 kc unltd., sustaining Examiner Seward.

WJBC, Bloomington, Ill.—Granted CP change equip., increase from 100 w to 100 w 250 w D 1200 kc, Sh.-WJBL, sustaining Examiner Bramhall.

WHBU, Anderson, Ind.—Granted CP change equip., increase from 100 w to 100 w 250 w D 1210 kc unltd.

WFBM, Indianapolis—Granted CP new equip., move trans. & Studio, increase from 1 kw to 1 kw 5 kw D 1250 kc unltd., sustaining Examiner Walker.

RATIFICATIONS:

WKBV, Richmond, Ind. — Extension test period (2-24).

WDZ, Tuscola, Ill.—Same (2-28).

WOW, Omaha—Extension temp. auth. 5 kw N(2-28).

WAAF, Chicago — Temp. auth. spec. hours (2-28).

WTRC, Elkhart, Ind. — Temp. auth. Simul.-WLBC spec. hours (2-28).

MARCH 10

APPLICATIONS GRANTED:

WDBJ, Roanoke, Va. — CP new equip., increase 1 to 5 kw D, move trans., studio locally.

WIOD-WMBF, Miami—CP new equip.

WRJN, Racine, Wis.—Modif. CP change equip., antenna & trans. at Mt. Pleasant.

KBIX, Muskogee, Okla. — Modif. CP trans. site & studio, antenna system.

KWBG, Hutchinson, Kan.—Vol. assign. license to Nation's Center Brdcstg. Co. Inc.

WMBR, Jacksonville—CP change equip.

WHBL, Sheboygan, Wis.—CP move locally, change equip.

KYA, San Francisco — Vol. assign. license to Hearst Radio Inc.

SPECIAL AUTHORIZATIONS—WMFJ, Daytona Beach, granted extension temp. auth. RCA Victor 100-E trans. pending action CP applic.; WFIL, Philadelphia, granted temp. auth. 100 watt portable; WIBA, Madison, Wis., granted extension temp. auth. 500 w N; WJJD, Chicago, granted temp. auth. begin 5 a. m. CST during daylight saving period.

SET FOR HEARING: NEW, Wike & Studebaker, Baker, Ore.; KLO, Ogden, U.; KWBG, Hutchinson, Kan.; WJBO, Baton Rouge, La.; WJAC, Johnstown, Pa.; WRDW, Augusta, Ga.; NEW, Foreign Lands Corp., Honolulu; NEW, Brockway Co., Watertown, N. Y.; NEW, Black Hawk Brdcstg. Co., Waterloo, Ia.; NEW, WKY Radiophone Co., Oklahoma City; NEW, Farmers & Bankers Life Ins. Co., Wichita; NEW, Winona Radio Service, Winona, Minn.; NEW, Earl Weir, St. Petersburg; NEW, Frank M. Dunham, Fort Dodge, Ia.; NEW, Theodore E. Johnson, Houston; KGMB, Honolulu.

ORAL ARGUMENT GRANTED—NEW, Golden Empire Brdcstg. Co., Sacramento (4-30-36); NEW, Royal Sacramento (4-30-36); WTFI, Athens, Ga. (4-16-36); NEW, L & S Brdcstg. Co., Atlanta (4-16-36).

ACTION ON EXAMINERS' REPORTS:

KID, Idaho Falls — Granted CP move trans., increase 250 w N 500 w D to 500 w N 1 kw D 1320 kc unltd., sustaining Examiner Walker in part.

NEW, William S. Thellman, New Castle, Pa.—Denied CP 1420 kc 100 w D, sustaining Examiner Dalberg.

NEW, E. L. Clifford, Pottsville, Pa.—Denied CP 580 kc 250 w D, sustaining Examiner Dalberg.

WJAS, Pittsburgh—Granted modif. CP increase to 1 kw N 5 kw D unltd., sustaining Examiner Walker.

NEW, Carter & Wolfe, Mansfield, O.—Denied CP 1370 kc 50 w N 100 w D unltd., sustaining Examiner Walker.

MISCELLANEOUS — KXL, Portland, Ore., granted order take depositions; WBNX, New York, granted oral argument applic. CP new equip., increase to 1 kw, move trans.; NEW, Plain Dealer Pub. Co. & Munroe F. Rubin, Ruth Rubin, denied petition for Broadcast Division to hear applic. transfer control WHK, WJAY to U. B. Co., instead of examiner; WHBI, Newark, granted continuance hearing applic. increase 2½ to 5 kw; WAAW, Omaha, denied reconsid. & grant applic. assign license to Neb. Brdcstg. Co.; NEW, L. & S. Brdcstg. Co., Atlanta, granted oral argument applic. CP new station be consolidated applic. WTFI move to Atlanta; KDYL, Salt Lake City, suspended grant of Feb. 18 new equip., move locally, increase to 5 kw D, and set for hearing on protest of KLO; Metro Brdcstg. Co., Los Angeles, remanded to docket for further testimony; G. D. Goff, Tampa, Fla., granted oral argument before Broadcast Division 3-26-36 applic. CP new station 1500 kc 100 w unltd.; NEW, Dorrenne D. Roderick, El Paso, reconsidered action granting applic. CP 1500 kc 100 w unltd., set for hearing.

APPLICATIONS DISMISSED:

NEW, Springfield Newspapers Inc., Springfield, Mo.—CP 790 kc 1 kw D.

NEW, Voice of Black Hills, Rapid City, S. D.—CP 1200 kc 100 w spec.

WWRL, Woodside, N. Y.—Modif. license 1500 kc 100 w 250 w LS spec., re hours.

KFOX, Long Beach, Cal.—Applic. vol. assign. license.

WEST, Easton, Pa.—Applic. modif. CP.

NEW, R. C. Coshorn, Lester E. Cox, Jefferson City, Mo. — Applic. CP 920 kc 500 w D.

RATIFICATIONS:

WBAA, W. Lafayette, Ind. — Granted temp. auth. spec. hours (3-5).

KIIH, Lincoln, Neb.—Granted auth. exp. freq. (3-7).

KIFF, St. Louis—Granted auth.' 50 w exp. (3-7).

WPTF, Raleigh, N. C.—Granted auth. extend equip. test (2-29).

KFKA, Greeley, Col.; KFRC, San Francisco; WTAQ; Green Bay, Wis.—Granted auth. extend program tests.

WFAA, Dallas—Granted petition intervene applic. Pittsburg Brdcstg. Co. new station at Pittsburg, Kan. (3-3).

WBAP, Fort Worth—Same.

WBNX, New York—Granted auth. directional antenna (3-4).

Pulitzer Pub. Co., St. Louis — Granted hearing date 4-7.

APPLICATION DENIED—WHBC, Canton, O., denied temp. auth. operate pending applic. assignment license and CP to Ohio Brdcstg. Co., but not to exceed 30 days.

Examiners' Reports . . .

NEW, Fountain of Youth Properties Inc., St. Augustine, Fla.—Examiner Hyde recommended (I-203) that applic. CP 1210 kc 100 w unltd. be granted.

NEW, Valley Electric Co., San Luis Obispo, Cal.; E. E. Long Piano Co., San Luis Obispo—Examiner Hill recommended (I-204) that applic. Valley Electric Co. for CP 1200 kc 250 w D be granted; that applic. E. E. Long Piano Co. CP 1200 kc 100 w unltd. be denied.

Applications . . .

MARCH 2

NEW, Rensselaer Polytechnic Institute, Troy, N. Y.—CP gen. exp. amended to 1 kw.

WORL, Needham, Mass.—Modif. license increase from 500 to 1 kw.

WNBR, Memphis—Consent transfer control to Memphis Commercial Appeal Inc.

WJNO, W. Palm Beach — Modif. CP change equip., trans. site locally.

NEW, News Press Pub. Co., Santa Barbara—CP 1450 kc 500 w unltd., amended to 1410 kc.

KVL, Seattle—CP change equip., change from 1370 to 1070 kc, 100 to 250 w, hours from Sh.-KRKO to D, amended re antenna.

APPLICATIONS RETURNED — NEW, Myron J. Bennett, Minot, N. D.; KMBC, Kansas City.

MARCH 3

NEW, Bayou Brdcstg. Co., Houston—CP 1200 kc 100 w unltd.

W4XH, Spartanburg, S. C.—Modif. license re freq., 50 w.

NEW, W. C. Miner, Rock Springs, Wyo. —CP 950 kc 500 w ltd., amended to 1310 kc 100 w D.

APPLICATION RETURNED—E. N. & S. W. Warner, d/b Warner Bros., Oakland, Cal.

MARCH 5

WBNY, Buffalo — License for CP as modif. 1370 kc 100 w 250 w D, except hours assigned to WSVS.

WMCA, New York—Modif. license from 500 w to 1 kw D & N.

WEVD, New York—Modif. license from 1300 to 1400 kc unltd. etc., amended to directional antenna.

WKY, Oklahoma City—CP new equip., increase from 1 to 5 kw, move trans. locally amended re antenna, change to 1 kw 5 kw D, omit move trans.

NEW, Fred A. Baxter, Superior, Wis.—CP 1370 kc 100 w unltd., amended to 1200 kc.

WCRW, Chicago — Modif. license re hours.

KFKA, Greeley, Col.—Modif. license from 500 w 1 kw D to 1 kw N & D.

NEW, Ellwood W. Lippincott, Pendleton, Ore.—CP 1500 kc 100 w D amended to unltd.

NEW, H. L. Corley, Trinidad, Col.—CP 1370 kc 100 w unltd.

KFBB, Great Falls, Mont.—CP change equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D, change from 1280 to 900 kc, move trans. locally, asks facilities KSFI and KSFI assigned to 1280 kc.

KVOE, Santa Ana, Cal—Consent transfer control to J. S. Edwards Inc.

APPLICATION RETURNED — KLPM, Minot, N. D.

MARCH 7

NEW, Ogdensburg Pub. Co. Inc., Ogdensburg, N. Y.—CP 1500 kc 100 w unltd.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1200 kc 100 w unltd. amended to 1370 kc.

APPLICATION RETURNED — NEW, WBBM Brdcstg. Corp., Chicago, gen. exp. 50 w.

MARCH 9

WHN, New York—License for CP new equip., increase D power; license to use old trans. as aux.; auth. antenna measurement.

NEW, J. W. Plame, Huntington Park, Cal.—CP 850 kc 100 w unltd., freq. of KIEV, amended to 1500 kc, omit request for KIEV and KVOE freq., studio 6221 Pacific Blvd.

APPLICATIONS RETURNED — NEW, Lexington Herald Co., Lexington, Ky.; NEW, John S. Braun, Waco, Tex.; KFJZ, Fort Worth; NEW, Bluffton Brdcstg. Co., Bluffton, Ind.; New, Ed Klies, Helena, Mont.

MARCH 10

WBBC, Brooklyn—Modif. license from Sh.-WLTH, WGGU, WFOX to Sh.-WITH, asks facilities WARD, WFOX, amended to unltd., asks facilities WARD, WLTH, WVFW.

WHEC, Rochester — Modif. CP new equip., move trans., extent completion.

WLLH, Lowell, Mass. — Exp. auth. 'satellite' station 1370 kc 10 to 100 w D & N unltd., Lawrence, to operate synchronously.

NEW, W. H. Marolf, Escanaba, Mich.—CP 1500 kc 100 w unltd.

WFBC, Greenville, S. C.—License for CP as modif. new equip., increase power, move trans.

NEW, Tribune Printing Co., Jefferson City, Mo.—CP 1310 kc 100 w D.

KGFW, Kearney, Neb.—Consent transfer control to Clark Standiford & Kate S. Fisher.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1370 kc 100 w unltd., amended to 1200 kc.

NEW, Glenn Van Auken, Indianapolis —CP 600 kc 1 kw D, amended to 1050 kc.

MARCH 11

WHBI, Newark—Modif. license use aux. trans as main.

WDRC, Hartford—CP gen exp. 50 w.

WJSV, Washington—CP gen exp. 100 w.

WEST, Easton, Pa.—License for CP as modif. move to Easton, change antenna.

WKY, Oklahoma City—License for gen. exp. station W5XAU.

WSIX, Springfield, Tenn.—Modif. CP trans. site, extend completion.

WDZ, Tuscola, Ill.—License for CP as modif. change freq., equip. move trans.

NEW, Voice of St. Louis Inc., St. Louis —CP gen exp. 100 w.

WMT, Des Moines—CP change equip., increase 1 kw N 2½ kw D to 1 kw N 5 kw D.

NEW, Tribune, Great Falls, Mont.—CP 550 kc 1 kw N 5 kw D unltd (facilities KFYR) amended to 950 kc.

Warner Bros., Oakland, Cal.—CP gen. exp. 200 w.

APPLICATIONS RETURNED — NEW, Arthur E. Seagrave, Lewiston, Me.; NEW, Albert O. Fenyvessy, Rochester, N. Y.; NEW, Owensboro Brdcstg. Co., Owensboro, Ky. KGBC, Honolulu.

MARCH 12

NEW, George F. Bissell, Pittsfield, Mass. —CP 1200 kc 100 w D.

WJBK, Detroit — Modif. CP change equip., move trans., directional antenna, to extend completion.

KTSA, San Antonio—Vol. assign. license to KTSA Brdcstg. Co.

KNOW, Austin, Tex. — Auth. transfer control to Hearst Radio Inc. 10,000 shares.

NEW, John S. Braun, Waco, Tex.—CP 1500 kc 100 w D.

KFJZ, Fort Worth—CP new equip., increase to 100 w 250 w D.

KGBK, Tyler, Tex.—CP change equip., move trans locally.

KWKC, Kansas City—CP new equip., move studio locally; vol. assign. license to Tom Cleveland, amended to Lester E. Cox & Thomas L. Evans.

KGO, San Francisco—CP new equip., increase from 7½ to 50 kw, move trans. to near Belmont, Cal.

NEW, Golden Empire Brdcstg. Co., Marysville, Cal.—CP 1140 kc 250 w D.

NEW, James H. Hardy & L. D. Marr, Pasadena, Cal.—CP 1160 kc 250 w D.

MARCH 13

WHDH, Boston—License for CP change equip.

NEW, Dr. F. P. Cerniglia, Monroe, La. —CP 1500 kc 100 w unltd.

WSBC, Chicago — CP change antenna, move trans. locally.

WTAQ, Green Bay, Wis. — License for CP as modif. new equip., move trans. & studio, change hours.

APPLICATION RETURNED — WCMI, Ashland, Ken.

Ralston-Purina on NBC

RALSTON-PURINA Co. Inc., St. Louis (Ry-Krisp) will return to the air April 3, Fridays, 10:30-10:45 p. m., on an NBC-WEAF network for 52 weeks. Marion Talley, opera singer, and Josef Koestner orchestra will be the talent. The program will be broadcast from the new NBC studios in Hollywood. Gardner Advertising Co., St. Louis, placed the account.

Kleenex Without Quest

WHILE International Cellucotton Products Co., Chicago (Kleenex) has renewed its contract on CBS, no mention of Quest, deodorant, will be made after April 1 in accordance with the CBS policies laid down last year. Kleenex's commitment expires at the end of this month, hence the expurgating of the Quest angle. The Kleenex program features a dramatic sketch, *Mary Marlin*.

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Major Bowes Declared Balking at Renewal of NBC Artists Contract

WITH the *Major Bowes Amateur Hour*, sponsored by Chase & Sanborn, observing its first anniversary on the NBC-WEAF network this month, it is learned from reliable sources that Maj. Bowes is contemplating refusing to renew his present agreement with NBC Artists Service whereby it receives 10% of the gross billings of the Bowes amateur units on tour and whereby NBC books and sells the Chase & Sanborn show. The present contract with the Artists Service expires April 14.

The booking situation, however, has no connection with Chase & Sanborn's NBC contract, it was said, the proposed change affecting only the theater units, of which 14 are now on the road and which are said to have had gross billings of about $600,000 since last July. The theatrical grosses were largest during January and February of this year, and at the present rate may run around $1,500,000 for this year. The theatrical units are Maj. Bowes' personal property.

Maj. Bowes is said to be opposed to paying NBC its 10% commission in the belief that he can handle them himself from his own Broadway office. NBC since last July has serviced and exploited the amateur units, with Murray Bloom and Rubey Cowan assigned to the job.

That the amateur cycle would have lasted as long as it did, or that it would reach the pinnacle of popularity it has enjoyed, was a surprise to all in the radio field, and it is also well known that Bowes' road shows rest largely on his radio show's popularity for their drawing power. Despite his differences with NBC, it is entirely unlikely that Maj. Bowes will attempt to take his program to another network in view of the expense and buildup Chase & Sanborn has extended to it.

Brooklyn Case Deferred

ANOTHER month's postponement of the hearing on the so-called Brooklyn cases was ordered by the FCC at its general session March 11. The newest date is May 7 at which the entire case, involving a dozen applications, will be reopened.

New York Women Honor Margaret Cuthbert, NBC

NBC's director of women's activities, Miss Margaret Cuthbert, has just been honored by being selected by the New York League of Business and Professional Women as one of the League's 24 "women of achievement". Miss Cuthbert, who has been with NBC for ten years and who will be one of the honor guests at a banquet March 18, was recognized, said the League, "for her sympathy and understanding to the needs of women and women's organizations on the radio." Another NBC woman executive, Claudine Macdonald, was selected to speak on opportunities for women in the radio field to women students of the Syracuse University senior class at a vocational aids conference March 12. Mrs. Macdonald has been director of the NBC Women's Radio Review since 1929.

Publicity Firm Expands

PUBLICITY ASSOCIATES, Empire State Bldg., New York, announces the opening of a new department to be devoted exclusively to radio publicity for the exploitation of radio programs, artists and special broadcast events. The department will be under the supervision of J. Fred Coll and Miss Bettie Glenn. Coll was formerly director of publicity and special features of the American Broadcasting System and WMCA. He has been a member of Publicity Associates for more than a year. Miss Glenn was formerly of the NBC press department and is also a former publicity director of WMCA.

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* Diagram shows angle of pickup without frequency discrimination of various types microphones.

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THIRTY-TWO page of information about "the eighth United States retail market" are contained in the 1936 edition of *Standard Market Data and New Information About KSTP*, just published by the St. Paul station. Complete data on coverage, programs and advertisers are included.

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NEWSPAPERS AID WBIG in Cooperative Series For Nearby Towns

COOPERATING with 23 weekly and semi-weekly newspapers, WBIG, Greensboro, N. C., has started a program entitled, *Our Neighbors*, Tuesday and Saturday mornings.

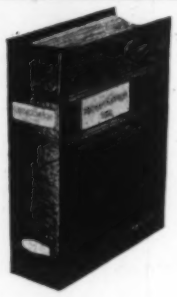
Salutes are given to communities represented by the newspapers, and items of general interest are selected and broadcast with the permission of these papers. Many readers of these newspapers appreciate the cooperation of WBIG, and a large number of letters are received commending the program.

In addition to helping the communities served by cooperating newspapers, a talent drive is being made. Two or three composers have sent to WBIG original compositions being tried by Lew Gogerty's studio orchestra, most notable of which is "Carolina Waltz".

WBIG receives each week more than 30 community newspapers that are read, clipped and in many cases filed for future reference.

CIGARETTES were given away for the first time on a network recently when Axton-Fisher Tobacco Co., on its MBS program *Cafe of the Red Dagger*, offered listeners a free pack of Spuds for the asking. More than 10,000 requests were received in two days at WOR, Newark.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Du Pont Disc Drive

E. I. DU PONT DE NEMOURS & Co. Inc., New York (paint) on March 9 started a WBS quarter-hour transcription series titled *Paint Parade*, twice weekly, on WSMB, New Orleans, and WJAX, Jacksonville, Fla. Another group of stations is to be added the week of March 16, with still more being included April 6 until the number is about 20. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Adams Sponsors Fights

ADAMS HAT STORES, New York, broadcast blow-by-blow descriptions of the last two fights staged at the Madison Square Garden over WMCA and members of the Inter-City group. On May 6 the sponsor will broadcast a ringside description of the Tony Canzoneri-Jimmy McLarnin bout. Sam Taub again will do the announcing. WMCA, WPRO, WCBM, WMEX, and WIP will carry the broadcast. Maxon Inc., New York, is the agency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Engineer and Press Operator with ten years experience and proven record, desires position with progressive station. Box 450, BROADCASTING.

Program director, writer, production or announcing. Eight years radio. Ten years theatre. Box 454, BROADCASTING.

Operator, graduate of R. C. A. Institutes; now employed as engineer of small station. Young, ambitious, conscientious; good references and willing to start for small salary. Box 446, BROADCASTING.

Cleveland trained announcer, actor and director. Can handle production, continuity, and any announcing. Single. Available. References. Box 456, BROADCASTING.

Newspaperman, 14 years experience, desires station connection — news editor, commentator, or both. Midwest preferred. Young, married, reliable. Box 457, BROADCASTING.

Thoroughly competent engineer-announcer; three years with 100 watt to 5 Kw. stations; familiar with design, maintenance, desires position. Go anywhere, available immediately. Age 22. Address Box 452, BROADCASTING.

Licensed Broadcast Technician desires position with progressive station, or as manager or chief engineer of small station. Good education, seven years experience. Now with 1000 watt station. Box 451, BROADCASTING.

Program director with experience as announcer — musical director — continuity writer—orchestra leader. Properly conducted programs will increase sales and enlarge scope of listeners. 8 years on chain and independent stations. Employed. College degree. Box 455, BROADCASTING.

Engineer desires technical position with broadcast station. E. E. degree. Experienced in design, operation and maintenance of transmitter and speech input equipment. Holds radiotelephone first class operators license. References. Now employed designing broadcast station equipment for manufacturer. Box 453, BROADCASTING.

Wanted To Buy—Equipment

UZ-4210 R. C. A. transcription turntable. Address Box 445, BROADCASTING.

HOW NBC SAVES MILLIONS OF AMERICANS FROM RED RADIO EARS

"Oh, I wouldn't tell *that* one, dear"

REMEMBER that prickling sensation which presages the narration of a naughty number—in the wrong company? A number which would strew them in the straw in the livery stable, perhaps, but which would put the chill of death on the Saturday Evening Whist Club? Of course you do.

And your almost audible relief when the raconteur's wife sensed the situation and sweetly Signed Him Off! "There," you said, as your ears cooled, "*is a woman!*"

Multiply this danger by Millions

Perhaps you have never paused to reflect that the same danger is constantly present with radio. That the blight of the misplaced bon mot is apt to cause Red Radio Ears in not *one* American home, but in *millions*. That certain subjects which bloom beautifully and naturally on the shelves of the nation's pharmacies wither and die when introduced as dinner topics.

Here at NBC, we make it *our* job to fend off Red Radio Ears. We keep the family circle soothed and entertained.

Not with any idea of setting ourselves up as a Board of Advertising Morals, but with the conviction that common sense and good taste are ageless. Our Audience Mail Department confirms us—daily. You'd be surprised to learn how evenly the national common sense and good taste are buttered across the country.

Portland dittoes Park Avenue

The word that puts the delicately attuned ears of Park Avenue into the red also tints the ears of Portland, Ore. The exaggerated claim that draws a Bronx cheer north of the Polo Grounds will draw its counterpart—like an echo—in the suburbs of San Diego. The derogatory reference ("Dirty dig," to you boys in the back room) is as swiftly resented in Seattle as in Savannah.

"We're both playing ball for the same team—the advertiser"

NBC is greatly heartened by the cooperation of clients and their advertising agencies. Much remains to be done, but we are on the right track. So far as we are concerned, Red Radio Ears will yet be but a memory—one with red flannel underwear!

NATIONAL BROADCASTING CO., Inc.

AN RCA SERVICE • NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO